

GIST invites Hae-seon Lee, Chairman of the Korea Marketing Association, to seek 'Leadership in the AI Era' at the breakfast forum

- From 'Detergent Beat' to 'Sulwhasoo'... marketing insights from a leader who has grown national brands
- Presenting a new leadership direction with the changing AI-Based industries, "99% Technology, 1% Marketing Needed"



▲ On Monday, June 30, GIST Academy invited Korea Marketing Association Chairman Hae-seon Lee to hold the June Breakfast Forum at Oryong Hall, and attendees are taking a commemorative photo.

The Gwangju Institute of Science and Technology (GIST, President Kichul Lim) announced that it held the 58th GIST Academy Breakfast Forum at Oryong Hall on Monday, June 30.

At this forum, Chairman Hae-seon Lee of the Korea Marketing Association was invited as a speaker and gave a lecture on the topic of 'AI Era - Creating New Business Leadership'.

Since joining CJ CheilJedang in 1982, Chairman Hae-seon Lee has served as CEO of Binggrae, Amorepacific, CJ O Shopping, and Co-CEO of CJ CheilJedang Food Business Division. Since 2016, he has served as CEO and Vice Chairman of Coway, playing a key role in the growth of leading domestic brands such as 'Detergent Beat', 'Haetban', 'Sulwhasoo', 'Innisfree', and 'Coway', and is considered a representative leader in the Korean marketing industry.

In his lecture that day, Chairman Lee shared his insights on the direction that companies and leaders should take in the current era where artificial intelligence and data-based technologies are rapidly developing.

In particular, he emphasized the need for innovative and agile leadership that goes beyond traditional leadership in a rapidly changing industrial environment, saying, “The era of millionaires is over and the era of trillionaires is coming.”

In addition, he mentioned that “99% of technology must be added to 1% of marketing” for the sustainable growth of brands and companies, and he vividly conveyed the importance of marketing strategy and leadership based on the cases of brands he personally grew, which received a great response from the attendees.



▲ President Hae-seon Lee of the Korea Marketing Association is giving a lecture on the topic of ‘AI Era - Creating New Business Leadership’ at the GIST Academy June Breakfast Forum.

Meanwhile, GIST Academy, which operates GIST’s non-degree education program, operates the Technology Management Academy (GT MBA) as its representative program, and regularly hosts a breakfast forum for local businesspeople and alumni by inviting experts from various fields every last Monday of March, May, June, September, and October.

The 59th Breakfast Forum is scheduled to be held on Monday, September 29 at 7:00 AM in the GIST Oryong Hall Multipurpose Hall.