



Global Commerce Division

Georgia Department of Economic Development Announces Statewide Project Manager for Korean Investment



(Atlanta, Georgia) Leaders with the Global Commerce Division of the Georgia Department of Economic Development have chosen Seunghun (Jacob) Lee as a new Statewide Project Manager for Korean Investment. He joined the team in September and will be based in the department's Atlanta office. The Chason Group assisted GDEcD with the talent search.

Lee most recently served as a consultant for IRC Consulting in Seoul, Korea. He specialized in market research and partner identification with a focus on F & B, IT, service, and other industry sectors. IRC manages the State of Georgia's Korean Office for Trade and Investment.

As a State of Georgia Korea Office Trade Representative, Lee supported over 100 Georgia companies and completed over 200 cases of market research and partner identifications. He also organized, scheduled, and supported several visits of Georgia elected leaders and trade delegations.

New Contact Information
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Lee earned a Bachelor of Science degree from Binghamton University in New York. He continued his education with a Master of Business Administration degree from Sungkyunkwan University Graduate School of Business in Seoul, Korea. Lee is currently working on a Master of Science in Business Analytics through Indiana University.

As a part of the GDEcD team, Lee will focus on Korean businesses considering Georgia for an expansion or future location. Specific duties will include: learning and explaining the state's incentive programs, pro-business climate, community partnerships, and workforce; representing Georgia as the lead point of contact for

Korean companies considering locations in the state; calling on community leaders to build value-added relationships; attending trade shows, conferences, and networking events to generate leads by developing relationships with site selection consultants, participating in business development trips, and forming relationships with the decision makers of companies identified as likely to seek a new location in the future.

About GDEcD. The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts and location for film, music, and digital entertainment projects, as well as planning and mobilizing state resources for economic development. Visit www.georgia.org for more information.

About The Chason Group. The GDEcD engaged The Chason Group to lead the talent search process. The firm specializes in executive searches for chambers of commerce, economic development organizations, foundations, and other non-profits.