

Hoki Lee

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📍 Seoul, Korea



Professional Summary

Service operations executive with over 30 years of experience across the automotive and foodservice industries. Specialized in technical training, field service management, manufacturer collaboration, and KPI-driven performance optimization. Proven leadership in launching nationwide service programs, enhancing profitability, and building educational infrastructure.

I am a practical and strategic leader who transforms field operations into measurable results. With deep industry experience, I have consistently driven service innovation through the development of efficient systems and scalable training frameworks.

Beyond operational success, I believe true leadership lies in empowering people and leaving behind stronger systems and teams. Even when transitioning from a role, I strive to ensure lasting improvements in structure, strategy, and organizational culture.

Professional Experience

Ohjin Corporation – Executive Director, Head of Service Division Seoul, Korea | Aug 2022 – Present

- Improved monthly service revenue from KRW 737M (2022) to KRW 1.08B (2024), reversing operating loss into profitability.
- Secured national service contracts with Starbucks, Nespresso, Elrocchio, and Bi-Robotics.
- Developed in-house service dispatch and real-time sales dashboard mobile apps.
- Transformed 8 regional offices with upgraded facilities, boosting staff satisfaction.
- Integrated the parts warehouse into the service division to streamline inventory and logistics.
- Led cultural renewal via team-building events and Kakao Work-based communication.
- Maintained close relationships with global manufacturers such as Thermoplan and Welbilt to resolve quality issues, coordinate trainings, and conduct joint field operations with dispatched engineers.

Ohjin Corporation – Training Center Manager, Service Division
Seoul, Korea | Feb 2000 – Jul 2000

- Improved and standardized the service working environment.
- Implemented uniform workwear and standardized toolkits across teams.
- Developed and launched a technical training curriculum that integrated CS training modules.

Deutsch Motors Inc. – Director, Service Division
Seoul, Korea | Jan 2018 – Feb 2022

- Led design and operation of service performance evaluation systems.
- Developed recall/campaign process and daily KPI monitoring routines.
- Improved CS training and organizational culture, reducing turnover rates.

Bavarian Motors – Master Lab Manager
Incheon, Korea | Feb 2016 – Dec 2017

- Managed BMW Korea's Master Lab with 5 senior technicians.
- Delivered Field Fix, standard technical training, and CS programs.
- Conducted technician hiring, evaluations, and daily operations.

BMW Korea – Training & Technical Support Roles
Seoul, Korea | Jan 2000 – Feb 2016

*****Training Center Head (May 2015 – Feb 2016)*****

- Oversaw full operations of the BMW Training Center.
- Developed training manuals, operational strategies, and facility enhancements.
- Conducted trainer evaluations and managed vendor partnerships.
- Led Technician/Salesperson Level Tests and WorldSkills Korea program.
- Supported technical and sales departments with tailored training materials.

*****Technical Support Team Leader (May 2014 – Apr 2015)*****

- Managed PuMa and Field Fix Data systems.
- Investigated and reported media-related technical issues.
- Provided direct field support to dealerships nationwide.

*****Technical Trainer (Jan 2000 – Apr 2014)*****

- Delivered New Model Training and Field Fix Training programs.
- Operated Technical certification program selection and execution.
- Led WorldSkills participant training and internal curriculum development.
- Coordinated national training schedules for BMW Korea.

Renault Samsung Motors – Technical Training & Service Management Seoul & Yangpyeong, Korea | Apr 1997 – Dec 1999

- Developed training programs for mechanics based on experience levels.
- Selected and trained prospective workshop managers (via national skills competition).
- Delivered 6-week mechanic training courses; dispatched over 350 trained technicians.
- Investigated and resolved quality issues in early SM5 models (e.g., stalling, differential noise).
- Delivered field fix support and training to overseas dealers in the Export Service Department.
- Served as Workshop Manager in Yangpyeong, overseeing manpower, customer relations, and technical guidance.

Hyundai Motor Company – Global Technical Support & Training Seoul, Korea | Sep 1991 – Feb 1997

- Provided field fix services and training to overseas dealerships in 30+ countries.
- Investigated recurring quality issues at international service locations and reported resolutions to engineering.
- Led New Model Training programs for overseas service managers and trainers invited to Korea.
- Designed and delivered technical education on diagnostics and repair methodology for export models.

Education

Changwon Technical College – Associate's Degree in Automotive Technology
1990 – 1993

Core Competencies

Service Management, Technical Training, Field Fix, KPI Strategy, Quality Support, Manufacturer Relations, Curriculum Development

Languages

Korean: Native

English: Professional Working Proficiency