

JIWON RHO

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EDUCATION

HANYANG UNIVERSITY

Seoul, South Korea

Bachelor of Science in Industrial Engineering | Minor: Entrepreneurship

2016 – 2025

- GPA: 4.03/4.5 (\approx 3.69/4.0); Summa Cum Laude; Hanyang Brain Scholarship (Merit-based, two terms).
- Selected for university-funded global entrepreneurship workshops in Silicon Valley, Texas, Singapore.
- Served as President of Hanyang Startup Academy, leading students and organizing startup initiatives.

EXPERIENCE

LETINAR | Augmented Reality Optics

Gyeong-gi & Seoul, South Korea

Founding Member & IR Manager

(Gyeonggi) 2023 – Present

- Secured a successful Pre-IPO round and managed the IPO readiness on the Korean Exchange (KRX), attracting strategic investments, overseeing business plan, regulatory filings, and due diligence.
- Drove market expansion by engaging with key investors and stakeholders, aligning business objectives with financial goals, and leading cross-functional initiatives to foster company growth.

Business Development Manager

(Gyeonggi) 2021 – 2023

- Secured major deals with Meta, AT&T, NTT, and Dynabook, generating over \$5M in global sales across four continents, and earning recognition as “LetinARian of the Year” in 2022 for global expansion.
- Spearheaded product commercialization, aligning stakeholders, addressing technical inquiries, negotiating delivery specifications, and establishing quality standards for seamless adoption.

Software Development Manager

(Seoul) 2019 – 2021

- Completed mandatory alternative military service as a Software Engineer, applying software expertise to improve internal processes and operational efficiency while ensuring seamless career progression.
- Developed an automated data analysis system by integrating Python APIs with optical software to enhance R&D decision-making, and designed interactive tools for product marketing, including an app to showcase optical devices and a UX-optimized website.

Communications Manager

(Seoul) 2017 – 2019

- Orchestrated corporate communications, PR, and analyst relations, securing coverage in Forbes, and engaging with Gartner, Omdia, and top market analysts, and crafting strategic marketing content.
- Led corporate representation at over 20 global tech exhibitions, securing key partnerships and media coverage, earning major industry awards, while delivering talks on global expansion at startup events.

AWARDS

- Grand Prize, Hanyang Startup Workshop – Hanyang Institute for Entrepreneurship, 2024
- Excellence Prize, Project Competition – Korean Society of Industrial and Systems Engineering, 2024
- Grand Prize, Smart ICT Contents Competition – Korean Minister of Education Award, 2013
- Grand Prize, Teenager Policy Competition – Korean Minister of the Interior and Safety Award, 2012

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Korean (Native), Japanese (Elementary)
- **Interests:** Scuba Diving (PADI Advanced), Motorsports (KARA Driver C), International Travel
- **Presentations:** OLED & XR Korea 2025 (UBI Research), AR/VR Summit (TechBlick), and others
- **Membership:** Mensa, Young Engineers Honor Society (The National Academy of Engineering of Korea)