

Jun-Young Lee



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Date of Birth: August 7, 1968

Nationality: Korea

Work Experience

2002~Current: TRIZ Promoting Department, Samsung Electronics

Director, Trainer, Consultant

- Conducting strategic project : solving core difficult problems
- Implementing TRIZ propagation to Samsung and Korea
- Training and consulting (Basic, Practitioner, Expert)
- Leading TRIZ activities in Samsung Electronics
- Head of Methodical Board of STA ('03~, Samsung TRIZ Association)
- Arranging Samsung TRIZ Conference ('06~)
- Leading board meeting of STA ('06~)
- Leading TRIZ synergy council at Samsung ('12~)

Education

- **1986~1990:** Hanyang University, Mechanical Engineering, Bachelor
- **1990~1992:** Korea Advanced Institute of Science & Technology (KAIST)
Mechanical Engineering, Noise & Vibration, Master

TRIZ Certification

- **2002:** IMC, Innovation Master
- **2003:** MATRIZ, Level 3 certificate
- **2005:** MATRIZ, Level 4 certificate
- **2011:** Accreditation for Level 1 ~ Level 2

Training Activities

- 2002-2004: Setting up TRIZ training in Samsung Electronics
- 2005: Developing TRIZ online training program (Basic Course)
- 2007: Conducting TRIZ education for R&D executives
- 2008: Conducting TRIZ education for manufacturing executives
- 2008~2009: Developing TRIZ software toolkit (I-Spark) for Samsung
- 2003~present: Training TRIZ users (Basic, Practitioner, Expert(Level 2))
(More than 10,000 engineers including 659 Level 2)
Consulting many projects (more than 100)

Study

- The effective method of TRIZ training and teaching
- The process for TRIZ project at Samsung
- New algorithm for problem solving : advanced ARIZ
- Modern TRIZ (FOS, RCA)
- Nature inspired innovation: bio-mimic
- Technology evolution for Samsung products

Publications

- Text books for TRIZ training at Samsung: 20
 - Basic course 2, Practitioner course 9, Expert course 9
- TRIZ handbook (cartoon) : 1
- Conference and journal papers and presentations: 9
 - TRIZCON 2004(USA): TRIZ Activities in Samsung Electronics
 - ETRIA 2004: The umbrella patent strategy with TRIZ application
 - ETRIZ 2005: The Acceleration of TRIZ propagation in Samsung Electronics
 - TRIZCON 2005(USA): TRIZ improvement of rotary compressor design
 - Samsung TRIZ Conference 2008: TRIZ issues and future directions
 - Samsung TRIZ Conference 2009: TRIZ issues and future directions
 - Global TRIZCON 2010(Korea): Implementing TRIZ at Samsung Electronics
 - Global TRIZCON 2012(Korea): TRIZ activities at Samsung Electronics
 - Global TRIZCON 2012(Korea): TRIZ application for developing new UX

Personal interests

- Fishing, Making movie (Edit), Baseball, Watching movie
- 3-D dynamic modeling, Reading books