



Dominika Kus-tosz-Lee

Korea Market Expert | Art | Luxury | Emerging Digital Commerce & Retail Tech | Immersive Customer Experience | Biz Dev

📍 Seoul, South Korea

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Languages

English (Fluent)

German (Work Proficiency)

Japanese (Basic)

Korean (Fluent)

Polish (Native)

About

As a Korean market expert, I specialize in designing, managing, and executing technology-infused art and culture projects that enrich the connection between global luxury brands and their Korean customer base. With a deep understanding of the latest trends and developments in e-commerce, digital marketing, and consumer goods, I leverage my background in fine art to conduct research on the artification of luxury in the Korean context.

Diplomatic and results-oriented, I have a proven track record of collaborating with executives, VPs, and C-level stakeholders to develop localized client journeys and engagement strategies. By expressing a strong connection to contemporary culture and a commitment to the local art community, I help global luxury brands forge meaningful relationships with their Korean customers.

A +15-year resident of Korea and a Korean citizen since 2020, I am fluent in the language and culture, allowing me to navigate the nuances of the market with a high level of cultural sensitivity. With a strongly developed sense of responsibility, ownership, and a collaborative spirit, I am passionate about delivering exceptional customer success and experience.

BRANDS WORKED WITH

- Luxury Business Group (LBG)
- dkl & COMPANY
- DMK Global
- Hanwha Aerospace
- Hanwha Corporation
- Salesforce
- Intralink
- Dragonfly AI
- studioDKL
- ChannelAdvisor
- Department for International Trade (DIT), British Embassy in Seoul
- Aspen Technology
- The National Assembly of The Republic of Korea
- Evolv AI - Formerly Sentient Technologies
- Sentient Technologies
- Samsung Electronics Polska
- KOTRA - Korea Trade-Investment Promotion Agency

Experience

- Korea Customer Experience & Art Expert | Expert Network Member**
 Luxury Business Group (LBG) | Apr 2024 - Now
 Customer Experience & Korean Art in the luxury context - CX localization and catalyzing art collaborations with luxury brands in Asia.
 Part of the Expert Network of Consultants
- Founder | CEO**
 dkl & COMPANY | Mar 2024 - Now
 Korea Market Expansion | Art | Luxury | Immersive Experiences | Disruptive Retail & Digital Commerce Tech | Multidisciplinary Consulting
 Catalyzing collaborations between the West and Korea in the Luxury industry context, with a focus on fine art, craftsmanship, and culture.
- Speaker | Industry Expert | Content Marketing Summit 2023**
 DMK Global | Nov 2023 - Nov 2023
 Industry expert panelist for the 'How to Leverage K-Content in Marketing' session at the Content Marketing 2023 conference in Seoul.





● Intercultural Multilingual Business Communication Facilitator

Hanwha Aerospace | Nov 2022 - Nov 2022

- Facilitated the Signing Ceremony of the USD 3.5 bn CHUNMOO Executive Contract between Hanwha Aerospace, South Korean and Polish government, attended by representatives of South Korea's & Poland's Ministry of National Defence and other relevant government agencies.
- Facilitated a three-way meeting between Hanwha Aerospace, South Korea's National Intelligence Service and Poland's Internal Security Agency

● Intercultural Multilingual Business Communication Facilitator

Hanwha Corporation | Oct 2022 - Oct 2022

Provided intercultural multilingual business communication facilitation services for the Hanwha Corp, South Korea and Poland G2G2B National Defense partnership project and related technical training.



● Marketing Cloud Program Manager | Service Team, Customer Success Group Professional Services

Salesforce | Apr 2022 - Aug 2022

6x Salesforce Certified | Marketing Cloud & Core Services | Customer 360 | Customer Success

- Specialized in Program Management with a focus on Marketing Cloud and Customer 360 Methodology
- Provided preliminary technical consultation service by advising on solution functionality and system integration requirements to identify opportunities to leverage all Salesforce technologies
- Facilitated requirements gathering and assisted with the creation of project deliverables
- Supported internal and external engineering teams in global solution rollout project planning and facilitated review sessions with the client and team
- Participated in end to end implementation planning including project management, issue management, communication and change management



● Marketing Cloud Program Manager | DMBU, Customer Success Group Professional Services

Salesforce | Jan 2022 - Mar 2022

Salesforce Customer 360 | Customer Success Group | Marketing & Commerce Cloud

- Salesforce Adaptive Methodology
- Customer 360 Methodology
- Marketing Cloud Specialization
- Commerce Cloud Specialization



● Project Director, Korea Head of Consumer Goods & e-Commerce Tech

Intralink | Nov 2021 - Dec 2021

- Delivered multiple six- and seven-figure deals for global enterprise, scale-ups and government agencies across e-commerce, digital marketing and fintech industries, focusing on enterprise software, AI and connectivity SaaS solutions
- Independently directed multi-disciplinary client and technical teams across various activities, from business case development to implementation
- Exhibited ability to work on complex assignments, work effectively with a variety of clients, teams and in challenging situations, establishing credibility and trust quickly
- Engaged and forged relationships with external VP/C-level executives, building and executing creative, technology-enabled and disruptive strategies based on trends, insights and data
- Led end-to-end implementation planning including project management, issue management, communication, implementation of transformative business solutions and change management trainings for product

- and marketing teams of top-tier FMCG, retail and e-commerce players
- Managed a group of experts in research and delivery of market intelligence and strategy reports on e-commerce, FMCG and FinTech for government and private sector clients
- Communicated client platform offering to customers' leadership and delivery teams to ensure a high level of understanding of available features and their benefits
- Spearheaded strategic internal initiatives, including establishing Intralink's Open Innovation network
- Managed the complete hiring process from interviewing and identifying the most qualified applicants, through onboarding and carrying out sales & basic skills training
- e-Commerce technology clients include ChannelAdvisor (www.channeladvisor.com), Evolv Technologies (www.evolv.ai) and Dragonfly AI (dragonflyai.co)

[full project list available in the 'Accomplishments' > 'Projects' section]



● Business Development Director

Dragonfly AI | May 2021 - Sep 2021

Predictive analytics AI solution provider for consumer brands and e-commerce platforms. It uses cutting edge neuroscience to accurately predict how the design of any content or experience influences what the audience sees first, across any channel. | A Project with Tech Nation

- Directed strategic planning to successfully enter new market and build a global product
- Led business development & account management activities and end-to-end lead generation, prospecting and sales in dealings with leading e-commerce platforms, CPG companies, digital agencies and system integrators



● Senior Project Manager

Intralink | Apr 2021 - Nov 2021

- Led both small and enterprise-wide engagements, facilitated meetings, mentored teams of junior team members and effectively managed client escalations
- Exhibited excellent presentation skills and verbal and written communication skills with technical, non-technical, end-user, and executive audiences
- Headed customer relationships to effectively manage communications, conflicts, and negotiations, identify operational issues/risks, recommend and implement strategies to resolve problems, and monitor and measure client satisfaction
- Developed and maintained C-level relationships to serve as a trusted partner with strategic partners in retail and e-commerce
- Utilized industry expertise and business acumen to understand the client's motivation, business drivers, strategic goals and objectives, and desired business outcomes
- Directed and coordinated cross-functional resources to deliver against the Statement of Work
- Built rapport and provided feedback to geographically- and culturally-diverse virtual team members
- Crafted polished client-ready materials, project plans and other project related documents
- Created and managed project plans. monitored and reviewed project progress and timelines, adjusted schedules and plans as needed, and identified and resolved issues to ensure project success
- Managed day-to-day execution of project implementations, as well as assisted with the planning, tracking, documentation and status updates for the project

● Founder | Artist

studioDKL | Jan 2021 -

Fine Art Studio

Selected Exhibitions:

- 8 DAIAS 2022 on International Art Show
As Representative of the Embassy of the Republic of Poland in Seoul Daejeon Convention Center | South Korea, Daejeon

- 4 KOREA The 4th Independants KOREA International Art Festival
As Representative of the Embassy of the Republic of Poland in Seoul
- Part 1: Daejeon Artist House | South Korea, Daejeon
- Part 2: PIAM International Art Fair, KINTEX Korea International Exhibition Center | South Korea, Ilсан

- **Korea Business Development Lead | ChannelAdvisor, a Rithum Company**

ChannelAdvisor | Oct 2020 - Apr 2021

(NYSE: ECOM) A leading multichannel commerce platform for online performance optimization through sales channels expansion, connecting with consumers across the entire buying cycle, and providing actionable analytics to improve competitiveness.

- Devised and executed Korea go-to market strategy
- Supported decision-making and consulted on operational strategy, led client assessment, developed cohesive conclusions and presented key findings at the executive level
- Conducted market analysis to understand market needs and product/market fit for ChannelAdvisor's Marketplaces, Digital Marketing, Brand Analytics and Shoppable Media solutions
- Led discussions with leading consumer brands across segments

- **e-Commerce Advisor**

Department for International Trade (DIT), British Embassy in Seoul | Jul 2020 - Dec 2021

- Advised DIT Seoul's Head of Trade Strategy on opportunities in e-commerce industry to develop G2G and G2B initiatives strengthening economic ties between the UK and Korea
- Lead author for a market intelligence report on e-commerce opportunities in South Korea
- Led partnership discussions with major Korean retailers and e-commerce platforms to facilitate understanding of channel-specific strategies for entering the Korean market
- Delivered the 'FMCG focus on Export Opportunities to Korea' and 'An Introduction to E-Commerce in South Korea' webinars hosted by the Department for International Trade in the West Midlands



- **Employee Representative, Korea Office**

Intralink | Apr 2020 - Dec 2021

Selected by fellow employees as staff labour representative in negotiations or consultations.



- **Korea Head of Consumer Goods & e-Commerce Technology**

Intralink | Jul 2019 - Dec 2021

Intralink's consumer team has worked with numerous retail-enhancing technologies, as well as a wide variety of products, from apparel, footwear, children's goods, jewelry and accessories to furniture, household appliances and fast-moving consumer goods. We have concluded many franchise, license and JV deals for our clients.



- **Korea Business Development Lead | Mnubo, an Aspen-Tech Company**

Aspen Technology | May 2019 - May 2020

A Montreal-based AI+IoT Data Analytics platform delivering actionable business insights to manufacturers of connected products. It helps IoT companies derive business value from their connected equipment data through IoT insights.

- Developed and executed Korea go-to-market strategy
- Reported findings to main stakeholders and management with recommendations for actions to address business issues
- Managed prospect relations with leading Korean companies in the electronics, smart city, smart home & appliances, smart energy and factory automation sectors

● **Speaker, FinTech Subject Matter Expert**

The National Assembly of The Republic of Korea | May 2019 - May 2019

Briefed the Deputy Speaker of the National Assembly of The Republic of Korea on FinTech innovation.

● **Sales, Business Development & Account Manager | Korea Lead**

Evolv AI – Formerly Sentient Technologies | Mar 2019 - Mar 2020

An AI-Driven Experimentation & Personalization platform, Evolv AI is the world's leading provider of an autonomous optimization solution for digital experiences. Evolv was founded in 2018 to acquire the Ascend business from Sentient Technologies, a diversified artificial intelligence company that commercially launched Ascend in 2016.

- Directed sales, business development & account management activities and end-to-end lead generation, prospecting and sales
- Closed major deals and managed proof of concepts with global consumer brands and e-commerce platforms including KIA, GS SHOP and LF Corp
- Led cross-functional distributed teams across CX, digital marketing, dev ops and product owners to prepare and conduct e-commerce website UX optimization tests, analyze findings and build business cases
- Acted independently to establish methods and procedures on new or special assignments
- Managed pipeline generation and delivered sales presentations to C-level clients



● **Project Manager**

Intralink | Dec 2017 - Mar 2021

- Built relationships with prospects and closed major deals with global consumer brands and e-commerce platforms such as KIA, GS SHOP, LF Corp., etc.
- Directed day-to-day communication in complex client organizations between product owner, user experience specialists and technical development teams
- Delivered analyses and advised C-suite audiences and Deputy Speaker of Korean National Assembly on sectors including e-commerce and fin-tech
- Communicated offering to customers to ensure leadership and delivery teams are aware of the benefits of available features
- Managed cross-functional distributed teams across e-commerce, customer experience and digital marketing to ensure KPI alignment and improve customer success and retention
- Designed, launched and directed marketing campaigns resulting in increase in in-bound leads, including the Korea edition Intralink's Open Innovation' European Pick of the Week' newsletter, delivered to an audience of 7,000+ local experts in various relevant industries and sectors – also published on Digital Chosun's The AI (newstheai.com)



● **Business Dev & Account Manager | Korea Lead | Sentient Technologies is now Evolv AI**

Sentient Technologies | Dec 2017 - Feb 2019

Sentient Technologies is now Evolv AI
Sentient Ascend is an AI-powered tool and the first CRO experimentation solution that uses evolutionary algorithms to conduct efficient full funnel optimization experiments.

● **Translator**

Samsung Electronics Polska | Jun 2010 - Aug 2010

- Improved production and manufacturing process manuals
- Provided Korean-English-Polish technical translation services

● **Intercultural Business Facilitator, Translator & Interpreter**

KOTRA – Korea Trade-Investment Promotion Agency | Jul 2009 - Jul 2009

- Korea World Class Products Show (KPS Warsaw)
- Provided intercultural business facilitation, translation & interpreting services

- **Intercultural Business Communication Consultant | Multilingual Translation & Interpreting**

| Jan 2009 - Dec 2017

- Korean – Polish – English – German
- Advised on international business interactions to ensure successful global expansion and accomplishment of business objectives through performance optimization and facilitation of cross-cultural understanding
- Performed translation, interpreting, and localization across several sectors, ranging from FMCG and beauty to automotive for Korean companies looking to develop international markets for their products
- Carried out projects for clients including Samsung Poland and KOTRA (Korea Trade Promotion Organization) Poland

Education & Training

- 2023 - 2024 ● **SDA Bocconi**
Executive Master in Luxury Management,
- 2021 - 2021 ● **Gies College of Business - University of Illinois Urbana-Champaign**
Digital Marketing Specialization,
- 2011 - 2015 ● **Ewha Womans University**
KGSP Korean Government Scholarship | Bachelor's Degree,
- 2010 - 2011 ● **Ewha Womans University**
KGSP Korean Government Scholarship - Intensive Korean Language Program,
- 2008 - 2009 ● **Hankuk University of Foreign Studies**
University Student Exchange Program | Intensive Korean Language Program,
- 2007 - 2011 ● **Uniwersytet im. Adama Mickiewicza w Poznaniu**
Bachelor's Degree,
- 2006 - 2007 ● **Magdalena Abakanowicz University of the Arts in Poznań**
Artistic Education in Fine Arts | Department of Artistic Education and Curatorium,
- 2005 - 2011 ● **Uniwersytet im. Adama Mickiewicza w Poznaniu**
Master's Degree,