

CATHERINE C. LEE

lee.catherinec@gmail.com

KEY SKILLS & QUALIFICATIONS

- More than 8+ years of cumulative experience in working with senior leaderships of public/private institutions, foundations, and international consulates **inside and outside Canada**
- Excellent client relationship building skills with proven research, analytical and project management skills
- **Languages:** English & Korean (fluent); Japanese (working proficiency); Mandarin Chinese & French (intermediate)

RELEVANT WORK EXPERIENCE

- Apr 2022 – Present **Senior Advisor, Investment Attraction – Asia Pacific (Permanent Full-Time)** – Toronto Global
- Nov 2018 – Mar 2022 **Advisor, Investment Attraction – Asia Pacific (Permanent Full-Time)** – Toronto Global
- Brought in investments of approx. **\$100M** from a broad range of industries to the GTA (mainly automotive technology, cybersecurity, A.I., advanced manufacturing, and F&B)
 - Helped team grow pipeline by **135%** on the first year; in subsequent years, achieved pipeline's annual growth by 30%
 - Diversified lead generation pipelines through new international partnerships
 - Managed complicated RFIs on time with teammates of different departments in a fast-paced, high-pressure environment
 - Transformed under-served markets such as South Korea and Taiwan into priority markets by creating the case to invest into resourcing and building strategies
 - Led **market expansion campaigns** involving videography such as the [Future Mobility Campaign](#) in Seoul, which attracted 50+ prospects in a month
 - Managed in-market representatives in South Korea & Japan
 - Reported directly to the senior management to align with market strategies
- Sept 2018 **Japanese ↔ English Interpreter (Contract)** – Directrik, Milton, Canada
- Provided interpretation services and assistance to Fujiwara Co. during their multiple site visits to the Ontario plants that adopted the company's water filtration technology
- Jan 2018 – Feb 2018 **Content Consultant (Contract)** – CityNet, Seoul, South Korea
- Edited 90 case study reports by the UN ESCAP (United Nations Economic and Social Commission for Asia and the Pacific) and the SMG (Seoul Metropolitan Government) on sustainable urbanization in the context of economic development

PASSION PROJECTS

- Jul 2020 – Present **Shopify Seller** – Toronto, Canada
Created and operated online [food pick-up platform](#) for local restaurants during pandemic at 1/6 the Uber and DoorDash fees – generated total of \$68,000+ for the restaurants to date
- Summer 2018 **Amazon Seller** – Toronto, Canada
Researched high sales potential products for the Canadian market and sourced the products directly from China – items listed as Amazon's Pick and sold out all inventory within two months

EDUCATION

- 2015 – 2017 **LSE-PKU Double M.Sc. with Merit in International Affairs**
London School of Economics and Political Science (LSE), UK
Peking University (PKU), China
- 2010 – 2015 **Hon. B.Sc. with Distinction in International Relations & Psychology**
Trinity College, University of Toronto (UofT), Canada