



Junghoon Lee
CEO, WeCOMET

The First “Heart Saver” in South Korea

After completing my university studies, I experienced firsthand the vital role that CPR and AEDs play in emergency situations. This realization profoundly shaped my understanding of how these interventions can dramatically enhance survival rates for cardiac arrest patients and inspired my current career path.

As the sales team leader for an AED manufacturer, I successfully led numerous large-scale AED installation projects across government agencies, organizations, and corporations, accumulating over 15 years of expertise in the AED market.

In 2016, I founded WeCOMET and became the exclusive distributor of the Brayden CPR manikin, which features blood circulation indicators, in South Korea. Today, Brayden holds a 70% share of the domestic CPR manikin market, solidifying our position as industry leaders.

Beyond expanding the reach of the Brayden CPR manikin, we also operate the Brayden Learning Center under the Korean Association of Cardiopulmonary Resuscitation (KACPR). We provide high-quality CPR training to a diverse range of organizations, including corporations, government agencies, and medical institutions.

In 2022, WeCOMET became the official distributor for Stryker, a global leader in emergency medical equipment, facilitating the introduction of AEDs and chest compression devices into the South Korean market. My role expanded further when I was appointed as an outside director for The Korean Society of Emergency Medical Services in 2024.

At WeCOMET, we are dedicated to fostering a healthier society in partnership with Stryker, and we remain committed to our efforts to save more precious lives.