



## SungUng, Lee

### Head of AI and Emerging industry Policy, AWS Korea

SungUng Lee is an accomplished professional with over 30 years of expertise in government affairs, public policy, and regulatory advocacy. With a distinguished career spanning top-tier organizations such as AWS, IBM, and the Korean National Assembly, SungUng has established himself as a leader in navigating complex regulatory landscapes and fostering collaboration between private enterprises and government entities.

Currently serving as Head of AI and Emerging Technology Policy at AWS Korea, SungUng spearheads policy advocacy initiatives across critical domains, including AI governance, data sovereignty, cybersecurity, and Cloud Computing. His strategic engagement with government stakeholders has positioned AWS as a trusted partner in Korea's digital transformation efforts, aligning corporate objectives with national priorities while mitigating regulatory risks.

Prior to AWS, SungUng served as Government and Regulatory Affairs Executive at IBM Korea, where he played a pivotal role in introducing Watson Health Solutions to the Korean market. His leadership was instrumental in shaping Korea's first regulatory guidelines for AI-driven healthcare, a milestone that underscored his ability to align technological innovation with public policy.

SungUng's career began at the Korean National Assembly, where he spent over a decade advising senior legislators and leading legislative initiatives on a variety of critical issues. His deep understanding of legislative processes and cultural nuances has allowed him to build strong, trust-based relationships with policymakers and stakeholders across sectors.

Fluent in Korean, English, and Japanese, SungUng excels in cross-cultural communication and collaboration, enabling him to work seamlessly in global and regional contexts. As a thought leader, he has contributed to policy discussions through publications like "Theory and Practice of Artificial Intelligence" and active participation in industry forums.

SungUng holds a Master of Arts in Public Administration from Seoul National University and is currently pursuing a Ph.D. in Science and Technology Policy at Hanyang University. Known for his strategic vision, adaptability, and commitment to responsible innovation, he continues to champion policies that balance technological progress with societal benefit.