



Alex Lee (이준호)

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**4x Founder, 1x Exit, 2x
Turnaround Exec, 50+ Advisor**

As a 10+ year growth, marketing, sales executive, founder, and coach, I provide tactical support and execution on a full-time, fractional, or advisory capacity on these topics:

Lead generation | B2B sales | partnerships | data-driven growth team building/execution culture | OKR/CFR | marketing customer acquisition strategy | conversion | offer-building | rate optimization | decision-making frameworks | remote-team operational workflows & processes | go-to-market | global expansion (into/out-of Korea) | copywriting & content | branding | positioning | hiring | people operations | customer development | M&A | IPO change management | turnaround | designing & leading Seed - Series A accelerators

ipo▲rchitects

UNBLOCKER



Gather

bluepoint
partners



Founding Partner @ IPO Architects—US-based, global firm that accelerates climate technology companies through growth/IPO/M&A

Founder & CEO @ Unblocker—Korea-based early-stage growth & acquisition firm.

Head of Korea @ Gather Town—leading global metaverse platform

Entrepreneur-in-Residence (EIR) @ Bluepoint Partners—Korea-based VC & accelerator

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As a founder of my firm, I lead strategy, GTM, and end-to-end client acquisition to source & close seven-figure deals with clients across geographies. 100% remote since Day 1, we accelerate SaaS and climate saving companies by parachuting in growth teams, or leading IPO's & M&A efforts. Recently we took a \$100mm+ venture-backed company from nothing to \$2mm monthly recurring pipe at an average of 500 meetings weekly within 60 days. Outbound efforts at my firm, led by me, are currently hitting 84% open with 18% reply, with buying oriented calls from key decision makers by second meeting.

As a turnaround CEO for a venture-backed, high growth startup in Korea, I triaged the business with an 80% operating cost reduction within 60 days, overhauled legal and HR compliance for our supply-side workforce, and launched & validated a new B2B business with mid-six figures ARR within 60 days direct, cold outbound sales and automated lead generation.

As the entrepreneur-in-residence and lead mentor for 500 Global (formerly 500 Startups) the world's most active early stage VC firm & top accelerator, I launched their most successful Series A Accelerator & first Pre-Series A accelerator. From curriculum design to hands-on mentorship, I've tactically coached some of the best startups in Korea from GTM, building sales, testing and activating marketing channels, and leadership. Since then, I've advised over 50 startups worldwide. Some highlights include running monetization tests to hit 50% breakeven in three days with a budget of \$100 (original proposed spend was \$400k over one year); building sales process & environment to grow sales to 50% revenue within six months; setting marketing & growth strategy for a company that became global marketing case studies for Google, Facebook, and Youtube one year later.