

CHARLIZE KYUNG LEE

International Research Services



RESEARCH DIRECTOR ASIA

EDUCATION & WORK EXPERIENCES

Charlize Kyung Lee has been in the industry for nearly 20 years. Charlize specializes in res-tech product innovation, automation / DIY platforms, supply creation, operations, CATI, CAPI, CAWI development and management. Through the years, Charlize has consistently built supply, improved supply management, led supply technology framework and developed operational best practices, leading to a significant increase in revenue, decrease in COGS, and overall increase in EBITA and margin in unison at all of the organizations Charlize has worked with. Charlize is noted as one of the top supply executives globally with a special expertise in B2B research and hard to find audiences. She has a special knack of finding that very unique niche audience across the globe, as well as expanding the easier to find and combining them into a strategic supply model. As RDA of Global Supply at IRS, Charlize excels at building strong relationships internally and externally with an entrepreneurial spirit driving innovation, automation and systematic efficiencies.

Charlize and her vast experience of finding specialized audiences has allowed IRS to 'get the work done in a streamlined and cost-efficient manner.

An aerial photograph of a city skyline at sunset, with numerous skyscrapers and buildings. The sky is a mix of orange, yellow, and blue. The text is overlaid on the top half of the image.

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CONSULTING & MARKET RESEARCH SERVICES

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