

As 1 sentence description, Daeung Hwang loves to explore the new market-fit solution in high uncertain market domain with new service or product. Under no standard remedy, building new and sustainable way has been an exciting career journey as always. Through such pathways, Daeung Hwang has continuously taken invaluable competence growth from new encounters, contextual situation and certain tangible achievements. 1st chief sleep technologist in large scale sleep clinic KR, 1st ResMed GM to pull PAP reimbursement background, and 1st entrepreneurial winner from start-up to JV format in home respiratory care.

PROFESSIONAL EXPERIENCES

ASLEEP Co.,Ltd¹ May 2022 – Present

ASLEEP is AI-based tech company, whose global core patent is about a sound-based sleep prediction model. It's series B status in April with the value of USD 63.5M. (fx 1,418 KRW) It pursuits to change traditional, heavy and limited sleep test opportunity to daily monitoring tool for better health of life through B2B integration or FDA proven medical solution.

- Currently leading 'clinical data strategy' through building its own 'sleep research clinic'² with 5 beds and 2 more portable sleep study system in Dec, Seoul. It will make ASLEEP far more competitive than other digital sleep companies (SleepCycle, Fitbit, Google nest etc) in terms of massive digital data in 5 years.
- Finished SLP (Sydney Landing Pad) program in October to build AUS branch entity and take Sydney's local investment opportunity through local stakeholders like investors, Gov't officers and regulatory experts etc in 1 year.
- Envisioning where to prospect the industrial tech value
 - ✓ Building a long-term plan through collecting most ambient environment data through IoT and integration with polysomnography data.
 - ✓ Mapping the recorded sound and vibrating spot in the upper airway tract to show visualization.
 - ✓ Finding the new biomarker of circadian cycle to track the core body temperature.
 - ✓ Digital transforming of sleep questionnaires with sleep societies in KR

MEK Healthcare Co.,Ltd. May 2017 – April 2022

MEKH is a 50% joint venture³ with SOS Oxygene (FR). Both MEKH and SOS are delivering the standard 'care quality' of respiratory care at home by the regular visit and online check on device. It is being financially prosperous with accumulated patients with long and healthy life maintenance.

- Led top 3rd ranked in market share as Chief Business Director (as of May 2022) with USD 9M target (actual abt USD 6.5M in 2021 with 55 employees)
 - ✓ Executed significant but 3 small acquisitions and managed post-integration in company culture fit
 - WithMed Co.,Ltd. Historically market pioneer in sleep diagnostics & therapeutics (in 2018-19)
 - ezPAPcare Pty Historically admirable service quality in home care therapeutics (in 2021)
 - ✓ Yearly, min 35% of growth in rental service of medical device under the national health insurance service (NHIS) system
 - Achieved covenant incentive over 55 employees from foreign investment condition of SOS Oxygene.
- Built coherent business operation style format
 - ✓ Published 52 weekly based 'corporate activity report' with geographic status, product category, RA/QA timeline and individual sales performance

- ✓ Quarterly & yearly strategy review with BOD
- ✓ Published 'market insight report' from NHIS data by using internal IT engineer skill and shared how market players acted
- ✓ Exchange what points to be triggered in Korean healthcare stakeholders by European KOLs and long experience.
- ✓ Execute the "meet the expert" from hospitals and industry to find exciting melting point
- Strongly engaged in establishing 'sleep-tech association'⁴ under Gov't authority to take a future industry ecosystem with preferably policy making
- Exploring all possible items and technology-driven start-ups to fundamentally anchor patients' or customers' interest to us by introducing new service.⁵
- Achieved the 'Continuous learning & development program of sleep medicine' with local university for existing employees and potential employees from that university (student program at university & talent development at company)⁶
- Led digital transformation from traditional B2C model via mobile app-centric portal site between patients and healthcare professionals and service provider
 - ✓ Also, daily based all sales staff or affiliated partners can check monthly est. revenue and incentive amount automatically.
 - ✓ Built cleaning process system and repacking work flow, which was also used in current Philips recall incidents
- Engaged in an investment from foreign party and executed successfully
 - ✓ Go through the 'due diligence' for joint venture processing during abt 1 year with Herbert Smith Freehills (FR) and Deloitte Korea
 - Legal DD, Finance & Tax DD and Mid-Long-term Business DD
 - In particular, 5 yr business planning & outlook has been turned out the higher accuracy at growth speed because it has been embedded observational insight to patients, hospitals, prescription capacity etc
 - ✓ Corporate relation management between parent company and foreign investment entities in owner's level
 - ✓ Completed 'Joint Venture' with SOS Oxygene(FR) since abt 2020
- Deeply engaged in launching BREAS, Yaguo, PhysioAssist and AmCad in KR.

ResMed Korea Ltd. Aug 2012 – Feb 2017

Globally, ResMed is a natural monopoly manufacturer of "home" respiratory care device domain. It develops the latest technology to make people to naturally breathe in & out and maintain the healthy life with repetitive purchase of accessories and device for whole life journey. Now ResMed tries to integrate whole process of traditional home care delivery service with IT.

- double digit's sales growth from the beginning of USD 2M to hitting abt USD 7.5M over 5 yr through mixed distribution strategy as 1st Country Manager
 - ✓ respecting the existing distributors with their own product licenses
 - ✓ building new partners with new product licensing and expanding the national sales coverage
 - ✓ planting all potential business seeds with long breathing outlook with small entrepreneurs
- Incubating digital-based sales channel and won the huge market share, which has been resulted in M&A deal ⁷
- Pro-active product launching & portfolio strategy to make dynamic market in aligning with corporate strategy and resulted in double digit growth
- Prospecting new business partners from pharmaceuticals like Han-Dok, Dong-A, SD Bio-sensor
- quite small and agile squads at mainly sales logistics operation, legal counsel, regulatory affairs, product marketing and external clinical training for customers with all global function staffs in APAC region between Sydney and Tokyo and Singapore
- Led annual academic program to Sydney and building the relationship with healthcare stakeholders

GE Healthcare Korea October 2010 - July 2012

Life Care Solutions business unit covers all kinds of ventilators, patient monitor, baby incubator and cardiac solutions in hospital. Basically, GEHC transforms its business types between distribution channels and direct sales depending on various leadership style.

- Rebuild the broken brand value in hospital arena, in particular 'critical care medicine' with SK Chemicals (similar to the conglomerate pharmaceutical company) and Coway (#1 water and air purifier manufacturer in KR)
- Coordinate with RA/QA team under KFDA (MFDS now)

ADDITIONAL EXPERIENCES

VitalAire Korea October 2006 - February 2010

As global 1st ranked home respiratory care service provider, mainly oxygen concentrator, ventilator and sleep apnea therapy are being handled for individual patients at home under national reimbursement system. How many patients are maintained is critical for itself to feed all employees.

- throwing cold calls to local clinics to build sales opportunities and expand to general hospitals
- organizing nurse and technician community to learn and teach mutually and social networking
- introducing int'l health related license like 'sleep technologist' with concise test secret notes

Seoul Sleep Center (Clinic) August 2005 - August 2006

- Training top tier technicians and coaching their next career path in Korea or beyond Korea
- Adapting 'digital marketing method' and collecting patients' words with sleep problems
 - ✓ Abt 200 key words, which are being spoken by patients' tongue about their pain and suffering in Korean not English.

Medions Inc. April 2002 - July 2005

Medions is a legend whole distributor in key hospital devices in surgical, intensive care and neurology area. It built huge credit

from hospital administrators, sub-distributors and HCFs in wide range of level. It is like manufacturer's country entity role.

- From 0 basis to something tangible fruit at hospital sales of sleep and home respiratory care devices up to 2,000 patients.
- Built up early status of CRM through patients with home medical devices to create new cycle of rental revenue model between hospital and patients.
- Continued in participating research meeting to learn the latest medical journals and trend of technology.

Institutes of Human Genomic Study July 2001 - March 2002

Under Korean CDC budget, it starts 20 year-based Cohort study center in various medical topics. It proved how Korean is similar or different with Western population.

- Executing daily home visit and taking research protocol including questionnaires and polygraphy test in 210 subjects.

Ministry of Military Defense June 1999 - August 2001

Under temporary ceasefire, all healthy men should take military service for specifically assigned period.

- As medic sergeant, responsible for preventive disease activity cross the stationed territory.

CERTIFICATE

- *Registered Polysomnography Technologist (RPSGT) 2006, issued from Board of Registered Polysomnography Technologist (BRPT), USA*
- *Registered Medical Laboratory Technologist 1999, issued from Ministry of Health and Welfare South Korea*

EDUCATION

Han-Yang University Mar 2009 – Feb 2011

- MBA (Healthcare Management), Seoul

Seoul National University of Science and Technology Mar 2004 – Feb 2006

- Bachelor of Applied Science (B.A.Sc.), Fine Chemistry, Seoul

CITIZENSHIP

- The Republic of Korea
- Born in 8th March 1976

¹ Exposure in English news

<https://en.yna.co.kr/view/AEN20221114004500320>

² Opening 1st R&D-centric clinic, CLIONIC

<https://www.medigatenews.com/news/1785364161>

³ SOS Oxygene investment finalized in the end

<https://www.infostockdaily.co.kr/news/articleView.html?idxno=177253> (IR news released by MEKICS)

Richard Perrayon's public notice (Linkedin)

https://www.linkedin.com/posts/richardperrayon_sosoxygene-mekics-mekhealthcare-activity-6726805034773823488-m9eS/?trk=public_profile_like_view&originalSubdomain=fr

⁴ KSTA (Kore Sleep-Tech Association) launched and engaged in building up

<http://www.whosaeng.com/133209>

<https://medigatenews.com/news/2915795928>

⁵ SNU-Ouarlab-MEKICS

https://ihealthmedia.joins.com/article/article_view.asp?pno=24004

<https://www.medigatenews.com/news/2211050390>

⁶ Industry-Academic Collaboration Ceremony with Junwon university

<https://news.mt.co.kr/mtview.php?no=2021030410007472721>

<https://www.gukjenews.com/news/articleView.html?idxno=2515915>

⁷ ResMed executes to acquire HB healthcare

<https://www.medicaltimes.com/Main/News/NewsView.html?ID=1124907>