BioSpectrum the business of Bio & Health Sciences ASIA EDITION

DxVx appoints Yong Gu Lee as new CEO and Kevin Kwon as new president

May 17, 2023 | News

Reorganising the global sales networks and enhancing its capabilities to get global approvals for new drug





South Korea's DxVx has appointed Yong Gu Lee as the new Chief Executive Officer (CEO) and Kevin Kwon, the former head of global business division at Hanmi Pharm, as the new president.

Drawing on the expertise of sales veterans who have more than 30 years of experience, the company plans to actively reorganise the global sales networks, launch new products and further enhance its capabilities to get global approvals for new drugs.

The new CEO, Yong Gu Lee, graduated from Hanyang University. He previously served as the leader of sales and marketing strategy teams at Hanmi Pharm, where he established the company's presence in the diabetes and cardiovascular disease business. He also held positions such as the director of management planning office at Beijing Hanmi Pharm, Managing Director of the healthcare business division at Beijing Medi'Care and Vice President of the COREE Group.

In particular, he is known as a global marketing and sales expert who had played the vital role for the success of healthcare business at Beijing Hanmi Pharm as well as the COREE Group in China since 2006. In 2022, he led the growth of DxVx's healthcare business, laying the foundation for resuming trading on the stock market. He is highly spoken of his contributions to the company's growth, such as planning the recent antibiotic business in China and launching 12 microbiome-based products.

The new president, Kevin Kwon, holds a bachelor's and master's degree in applied bio-chemistry from Seoul National University, as well as a doctorate in management of technology from Korea University. He worked at the LG Chemical Biotech Research Institute and Regulatory Affairs (RA) Team in the LG Life Science. At Hanmi Pharm, he served as the head of the global business division. He was a key person in global pharmaceutical business operations including global RA, overseas business development, overseas sales, clinical trials for new drug and licensing activities.