

Hyunjin Lee and Daol Jo Introduce a New AI-Powered Future for Korea's Modeling Industry

Hyunjin Lee and Daol Jo are leading a new AI-powered education system that combines professional modeling, digital content, personal branding, and commerce in South Korea.



Seoul, South Korea Jul 16, 2026 ([IssueWire.com](https://www.IssueWire.com)) - **Hyunjin Lee**, Chairman of Korea Racing Model Association Co., Ltd., and **Daol Jo**, Chief Technology Officer (CTO), are leading a new movement in Korea's modeling industry by developing an innovative education system that combines professional modeling, artificial intelligence (AI), digital content, and commerce.

A former racing model, Chairman Lee played an important role in elevating the profession by helping establish the official title **"Racing Model"** in Korea and contributing to its recognition as a registered occupation. Throughout his career, he has represented major automotive brands at motor shows, vehicle launches, game exhibitions, and motorcycle expos, helping strengthen the professionalism of racing models.

As a Director of the Korea Model Association, Lee has also contributed to the Asia Model Festival for more than a decade, promoting international exchange and supporting the development of Korea's modeling industry.

CTO Daol Jo is also a former racing model and currently serves as the CEO of K-Global Atelier and an organizing committee chair for an arts association. Her career spans AI education, digital art, webtoons, NFT art, music production, and publishing, reflecting her commitment to combining artificial intelligence with creative content.

Both Lee and Jo have completed professional AI Prompt Engineering training in Silicon Valley and are applying generative AI to education, content creation, branding, and digital business.

Currently, Lee leads the Senior Model Personal Branding Program at the Hanyang University Institute for Future Talent Education, while Jo contributes practical expertise in AI art, webtoon production, digital content, and music creation. Together, they are building a curriculum designed to prepare students for careers in the AI era.

Beyond education, the two are also expanding into live commerce, beauty and fashion brand distribution, and AI-powered online seller automation through the live commerce platform Selling Room, helping participants build sustainable digital businesses.

Looking ahead, Lee and Jo plan to integrate AI content creation, webtoon production, music production, personal branding, live commerce, and online business automation into one comprehensive education system. Their vision is to create a new ecosystem where racing models and senior models collaborate across generations while embracing AI, education, content creation, and commerce.

The Senior Model Personal Branding Program at the Hanyang University Institute for Future Talent Education will begin accepting applications on July 8, with enrollment limited to 15 participants. Due to strong interest in its practical AI-focused curriculum, early registration is expected.



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Source : Korea Racing Model Association Co., Ltd.

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