

CEO • Lawyer • AI Expert

Adrienne Park

CEO, Dungwool Inc. | Solicitor, NSW Australia

*"Law × IT × AI — Designing global business
with 15 years of convergence expertise"*

Hanyang University CEO Program — Adjunct Professor Introduction



CORE VISION

"I studied law to build a business."

"I didn't study law
to become a lawyer.
I became a lawyer
to run a business."

15 years ago, while studying IT, I was certain of the potential of online business — but there was **an invisible barrier called 'law.'** So I decided to become a lawyer myself.

I don't stop at legal knowledge. I help IT skills and entrepreneurial spirit flourish safely and freely within the boundaries of the law.

CEO

Lawyer

Developer

EDUCATION & QUALIFICATIONS

Global Legal Expert from Overseas Law School

Education

- **Griffith University (Australia)**
Bachelor of Laws (LLB)
Early graduation, Master of Immigration Law
- **The University of Queensland (Australia)**
Master of Information Technology (MIT)

Qualifications & Memberships

- **Solicitor, Supreme Court of NSW**
Full member of the Law Society of NSW
- **NSW Law Society Committee Member**
Privacy and Data Protection Law Committee
- **Australian Citizen**
Solid foundation for global business operations

A convergence expert who **studied both Law and IT at postgraduate level** at overseas institutions.
Deep understanding of the common law system enables **comprehensive global business legal advisory**.

CAREER HIGHLIGHTS

15 Years of Law, IT, and AI Convergence

2026

■ **Special Lecture at KAIST** SEPT 12

Invited to deliver a special lecture on AI and business strategy at Korea Advanced Institute of Science and Technology

2026

■ **Invited Speaker at Law Expo Seoul 2026**

Keynote speaker at Yangjae aT Center focusing on legal tech and AI convergence

2026

■ **The Law Society of New South Wales Committee Member**

Appointed to the Privacy and Data Protection Law Committee in Australia

2025

■ **Advisory Committee Member for KORAIL**

Providing legal and technical advisory for Korea Railroad Corporation

2022

■ **Founded Dungwool Inc.**

Established a firm specializing in AI platforms, legal consulting, and global branding

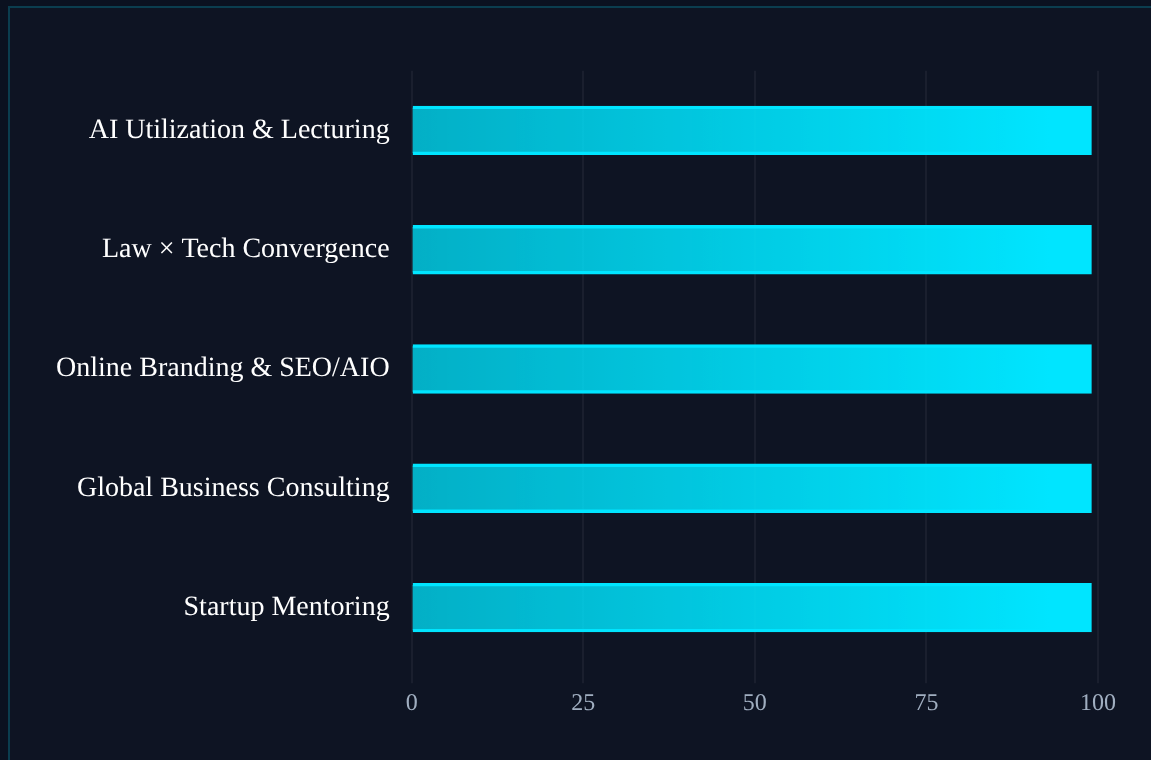
2021

■ **Bestselling Author in South Korea**

YES24 IT Category 52-week bestseller & Kyobo Book Centre MD's Choice

CORE COMPETENCIES

Key Strengths of a 15-Year IT & AI Expert



15

Years of simultaneous research and practical experience in both Information Technology and Law.

⚡ The IT-Law Hybrid Expert

Mastered algorithms 15 years ago, accurately foreseeing the AI era. Uniquely positioned to bridge the gap between cutting-edge technology and legal frameworks.

GLOBAL CAPABILITIES

Bridging Korean Enterprises to the Global Market

Core Global Services



Overseas Entity Establishment

Practical experience in setting up corporations in Australia and English-speaking regions.



Export Bridge for Korean Products

Providing a one-stop solution combining Law, IT, and Marketing for seamless export.



Global Branding Strategy

Facilitating overseas market entry through advanced SEO and AIO optimization.



International Contracts

Expert drafting and comprehensive review of English legal documents and agreements.



Major Track Record



Urban Development Plans

English translation for Sejong, Busan, and Goyang Special City.



YG Entertainment

Professional English proofreading and localization.



Goyang Special City

English proofreading for official promotional broadcast videos.

As an **Australian citizen** and **overseas law school graduate**, I serve as a reliable and highly capable bridge for your global business expansion.

Customized AI Solutions for Korean Enterprises

Delivering tailored AI transformation strategies backed by **15 years of IT expertise** and deep legal understanding.



AIO (AI Optimization)

Building brands that are actively recommended by AI engines.



Generative AI Integration

Practical business application of ChatGPT, Gemini, and other LLMs.



AI-Driven Branding

Developing expert websites trusted by search engines and AI models.



AI Platform Development

In-house software engineering and custom platform capabilities.



SME AI Consulting

Cost-effective AI transformation strategies for small and medium enterprises.



Proven Track Record

- ✓ Increased **politician approval ratings** through AI-optimized content strategies.
- ✓ Achieved **top keyword rankings** for major law firms across search engines.
- ✓ Drove direct **client acquisition** through strategic lawyer branding.
- ✓ Built official homepages optimized for both **search engines and AI training data**.

SPEAKING & EDUCATION TRACK RECORD

Invited Lectures at 11+ Major Institutions

Expos & Conferences

- Law Expo Seoul 2026 (Yangjae aT Center)

Government Agencies

- Daegu-Gyeongbuk SMEs and Startups Agency
- Busan SMEs and Startups Agency
- Gangwon SMEs and Startups Agency

Universities

- Ewha Womans University
- Konkuk University
- Mokpo National University

Corporate & Media

- NBTS Inc. (Generative AI Special Lecture)
- BRIC (Biological Research Information Center)
- Yangsan Newspaper & Gyeongnam Daily

★ Upcoming Highlights

SEPTEMBER 12, 2026

KAIST Special Lecture

Invited to deliver a special lecture on AI and business convergence at the Korea Advanced Institute of Science and Technology.

CURRENT APPOINTMENT

Hanyang University

Adjunct Professor for the CEO Program, guiding executives in global expansion and AI integration.

Proven expertise in delivering **tailored, high-impact lectures** to diverse audiences—from government officials and corporate executives to university students and researchers.

PUBLICATIONS & WRITING

Knowledge Sharing as a Bestselling Author

Published Books

"300K to 30M KRW Monthly Revenue"

🏆 YES24 IT Category 52-Week Bestseller

"Survival Strategy in the AI Era"

★ Kyobo Book Centre MD's Choice

"Amazon Affiliate Marketing & Dropshipping"

★ Kyobo Book Centre MD's Choice

"Untact Online Startup"

✓ IT & Business Practical Guide

"4 PM, Dream Post Office"

🕒 Upcoming Publication

Media & Columns

40+ Columns

Gyeongnam Daily In-depth Columns

Sharing insights with the public across diverse fields including AI and music, digital marketing, development and startups, and political branding.

*"Expert knowledge creates greater value when shared. As a **bestselling author and columnist**, I communicate with the public to share the practical value of AI and Law."*

VALUE PROPOSITION

Value Contributions to the Hanyang CEO Program

01 Global Market Entry Strategy

Guiding overseas entity establishment and export practices based on Australian citizenship and overseas legal qualifications.

02 Customized AI Business Application

Providing practical consulting on integrating AI into actual business operations, backed by 15 years of IT experience.

03 Legal Risk Management

Resolving legal barriers in overseas expansion, protecting intellectual property (IP), and supporting international contracts.

04 Digital Branding

Delivering strategies to maximize corporate online presence through advanced SEO and AIO optimization.

05 Practical, Hands-on Education

Moving beyond theory with interactive lectures that involve live coding and real-time website building.

★ Core Differentiation

The unique hybrid expert—**CEO, Lawyer, and Developer**—providing practical and immediate business growth strategies to CEO program attendees.

"Beyond the boundaries of law and technology,
I will partner with you to design your **global business growth**."

Thank You

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