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He teaches a broad spectrum of strategy, innovation and organisation topics including strategic thinking and competitive strategy, technology and innovation strategy, digital transformation, business model innovation, value innovation, organizational transformation, corporate entrepreneurship, and mergers and acquisitions. He has extensive experience in designing, directing, and teaching for executive development programmes for global corporate clients. His current and former clients include Ajinomoto Group, Samsung Group, Otsuka Group, Edge Group, AmBank, MISC, RGE, HLB, Mitsubishi Corporation, Nike, Takeda, Bank Aljazira, Mizuho Bank, Banpu, OCBC KMA, and SAP. He is a recipient of multiple awards for Outstanding Teaching and Programme Direction for Executive Education.

Prior to joining INSEAD, Jay was an assistant professor of Management and Organisation at the Marshall School of Business at the University of Southern California, where he was honoured to receive several awards including Golden Apple Teaching Award for Business Core, Evan C. Thompson Faculty Teaching and Learning Innovation Award, and Management & Organization Department Research Award. A native of South Korea, Jay received his bachelor's degree in engineering from Yonsei University in Seoul, South Korea. He earned his PhD in Strategic Management and Organisation Theory from the Wisconsin School of Business at the University of Wisconsin–Madison. He also holds an MBA from the Ross School of Business, University of Michigan.