

# JAEHWAN HA

## GenAI Solutions Engineer · Technical BD · Pre-Sales

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### SUMMARY

GenAI Solutions Engineer / Technical BD who sells by building the proof — turns customer discovery into working demos and self-built PoCs, then carries the evidence through technical Q&A, proposals, quotes, packaging, and pricing. 3+ years in IT, 2+ in GenAI pre-sales, PoC-to-productization delivery, and product PM. Evidence across the arc — **validation**: solo end-to-end enterprise callbot PoC; **a won deal**: smart-home voice AI via technical validation and scope control; **productization**: PM of the PoC that became Sapie-Reco (AWS Marketplace global listing); **selection**: ~KRW 3.1B (=US\$2.2M) national semiconductor AI-agent program, ~20:1 written and 3:1 final rounds.

### PROFESSIONAL EXPERIENCE

#### GenAI Solutions Engineer / Technical BD · Saltware (AWS Partner), Seoul *Jan 2026 - Present*

- Own GTM for **Sapie-Guardian**, a GenAI security gateway (AI-DLP layer over existing DLP/proxy): customer meetings, technical Q&A, demos, and inbound first response
- Rebuilt sales assets around buyer concerns — separate private/public-sector (B2G) kits, reusable Q&A base, tiered packaging with a lower entry cost; reviewed and proposed B2G requirements (GS certification, N2SF readiness, KISA evaluation paths)
- Owned a major enterprise customer's AICC chatbot→callbot PoC **end-to-end, solo** — first sales response through build, validation, quote, and pricing structure (case below)
- **Helped win a smart-home (wall-pad) voice-AI deal** — benchmarked Korean TTS candidates, re-baselined PoC/contract scope against specs, and defined post-delivery support boundaries — **deal won and delivered**

#### AI Service Development (RAG / LLM) · Saltware *Feb 2024 - Dec 2025*

- PM of the **idus hyper-personalization recommendation PoC** — productized as **Sapie-Reco** (case below); PM of Sapie-Braille (accessibility AI) — kept braille conversion standards-based, placed AI in document understanding, alt-text, voice, and information agents
- Built document-RAG chatbot PoCs end to end — a global QSR franchise, a large convenience-store franchise, Yeonsung University admissions, and Saltware Marketplace (parsing → indexing → vector DB → RAG → demo UI)

#### App / IoT Development · Saltware (Smart-farm team) *Feb 2023 - Jan 2024*

- Flutter/Firebase smart-farm app with Raspberry Pi / sensor IoT integration — the engineering base behind today's fast PoC delivery

### SELECTED CASE STUDIES · CUSTOMERS MASKED (NDA) · FULL DETAILS: HAJAEHWAN.COM

#### AICC Chatbot → Callbot PoC — solo end-to-end: sales → build → validation → pricing *Mar - Apr 2026*

- Built a hybrid RAG chatbot on ~250 official support documents/FAQs in ~1 week (FAISS semantic + BM25 keyword, RRF merge, lightweight-LLM routing/rewriting), extended in ~1 more week into a callbot-compatible API (conversation-ID multi-turn, 294 pre-cached entries)
- **Decision evidence** (per validation materials delivered to the customer): 96.7% single-turn / 95% multi-turn accuracy, all API responses <5s; flagged AWS + LLM usage-fee volatility and restructured pricing to lower the per-channel fee

#### NIPA Semiconductor-Manufacturing AI Agent Program — proposal contribution → selected *Mar - Jun 2026*

- Contributed to pivoting the proposal domain to semiconductor materials/parts manufacturing (policy fit + industrial impact) and built the deck-first storyline: “why now → why this industry → field problems → 4 workflows / 21 AI agents → validation & diffusion”
- **Result**: passed the ~20:1 written round and won the 3:1 final presentation — ~KRW 1.55B year-1 / ~KRW 3.1B (=US\$2.2M) cumulative

#### idus Hyper-Personalization Recommendation — first PM → productized as Sapie-Reco *2024 - 2025*

- Reframed the problem as **gift recommendation** — **the reference person is the recipient, not the buyer**: conversational extraction of recipient/relationship/occasion/budget; switched FAISS→Chroma when metadata-conditioned retrieval proved more decisive than pure similarity
- **Outcome**: productized as Sapie-Reco — 2x+ cold-start accuracy (publicly reported), AWS Marketplace global listing, AWS AI Solution Showcase recognition

### AWARDS & RECOGNITION

- Grand Prize — Korea Fair Trade Commission “1st Fair Trade Data Competition”, AI Model Development track (1 of 23 teams; team lead) · Jul 2025
- Selected — NIPA “AI Agent Convergence & Diffusion Support Program” (~KRW 3.1B cumulative; proposal contribution) · May 2026
- AWS AI Solution Showcase — Sapie-Reco selected as an outstanding solution, earning booth sponsorship for AWS AI x Industry Week 2025 · Oct 2025

### CERTIFICATIONS, EDUCATION & SKILLS

- Databricks Certified GenAI Engineer Associate · AWS Certified AI Practitioner (+ Early Adopter) · AWS Certified Cloud Practitioner · Anthropic Claude Code 101 / Claude 101 · B.Eng., Information & Communication Engineering, Anyang University
- **GenAI · RAG**: RAG architecture, hybrid retrieval (BM25 + vector, RRF), retrieval evaluation, vector DBs (FAISS, Chroma), agent & prompt design, document parsing, caching, STT/TTS, GenAI security (AI DLP, PII masking, guardrails)
- **Pre-Sales · BD · Prototyping**: discovery, solution framing, technical Q&A, PoC scoping & delivery, proposals & architecture, quotes, tiered packaging & pricing, B2G requirements; Python, FastAPI, React, Docker, AWS