



Mark Lee

Founder & CEO, MarqVision

LOS ANGELES, CA

Bio

Mark Lee is the CEO and co-founder of MarqVision, where he combines legal expertise, product vision, and entrepreneurial drive to help brands gain full control across every digital touchpoint.

Mark founded MarqVision in 2019 while earning his Juris Doctor at Harvard Law School, recognizing the growing global crisis of counterfeiting — an over \$3 trillion problem that traditional legal and enforcement systems couldn't keep pace with. His vision was to build an AI-powered platform that would allow brands to automatically detect, enforce, and measure brand control across marketplaces, social channels, and streaming platforms.

Before founding MarqVision, Mark earned his BA in Economics from Harvard, and served as Head of Product at fintech company HonestFund, scaling the platform to \$1 billion in assets under management in just three years.

MarqVision recently announced their Series B round, bringing its total funding to \$90 million. The round was led by Sequoia Capital India and China, with participation from Salesforce Ventures and others.

Today, Mark continues to take a hands-on role in every part of the company—from product and operations to market expansion—splitting his time between Seoul and Los Angeles as MarqVision builds the world's first AI-powered operating system for brand control.

Education & Certifications

Bachelor of Arts, Economics, Harvard University
Juris Doctor, Harvard Law University

Publications

[Anti-counterfeiting and online brand enforcement: Global Guide 2025](#)

[AI is the solution to its own disruption](#) - World Trademark Review, September 2024

[The Wall Street Journal](#), June 10, 2024

[Luxury Daily](#), June 17, 2024

[Modern Retail](#), May 23, 2023

[Modern Retail](#), May 12, 2023

[SupplyChainBrain](#), February 6, 2023

Languages

English, Korean