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Sokwoo Rhee
LG NOVA

Dr. Sokwoo Rhee is Corporate Executive Vice President for Innovation at LG Electronics and Head of LG NOVA, LG Electronics' Silicon Valley-based North America Innovation Center. He leads LG Electronics' global innovation projects, new business creation, strategic partnerships, and ecosystem development. Before joining LG, Dr. Rhee served as Associate Director for Cyber-Physical Systems (CPS) Innovation at the National Institute of Standards and Technology, U.S. Department of Commerce. He previously served as a Presidential Innovation Fellow on CPS, a program initiated by the White House. His work and achievements have been widely recognized, and he has received numerous awards, including the MIT Technology Review's "Top Innovators under 35."

Momentum Builds for LG's West Virginia Tech Initiatives; LG NOVA Establishes Local Operations

On August 26, 2024, LG Electronics announced the establishment of operations in West Virginia as part of its strategic innovation initiative with the state aimed at advancing the development of new technologies for renewable energy, healthcare, and industries of the future.



LG NOVA – LG Electronics' North America Innovation Center – has officially opened offices in Morgantown and plans to open another office in Huntington, hometowns for West Virginia University and Marshall University, respectively. LG NOVA is a team focused on bringing innovation from the outside to LG. Based in Santa Clara, California, with offices in West Virginia, the center's mission is to fuel innovation for global innovation leader LG and its partners by establishing a community to create, nurture, and grow businesses. To celebrate the office opening in Morgantown, LG hosted an Open House event on Monday, August 26 at its new office space to meet with startups, entrepreneurs, and business leaders.

In West Virginia, our plan is to grow a self-sustaining technology innovation hub through collaborations and solutions we launch, and by doing so we'll create an innovation ecosystem that results in a broad impact on growing new opportunities in the state and across the region. We believe that there is a great opportunity to build health tech, clean tech,

and AI solutions that will address crucial issues for the people in region and positively impact how they live, work, and play.

Regarding workforce, LG NOVA is recruiting now for regional operations directors for Morgantown and Huntington, and anticipates hiring additional positions, including engineering and technical roles, in the months ahead. The expansion supports LG Electronics' bringing 275 jobs to West Virginia, to spur the growth of new technologies, investments, and economic development for companies and people in the area as announced earlier this year by West Virginia Governor Jim Justice and LG Electronics CEO William Cho.

Primefocus Health Venture Kicks Off in West Virginia

Exemplifying how LG is driving innovation in the Appalachian Region, Primefocus Health, the new digital health venture launched in collaboration with LG NOVA, recently announced its first customer: Marshall

“We look forward to growing our contributions in the state, and we’re excited about the incredible potential this collaboration holds for advancing our business and the region’s development.”



Health Network Inc., a leading West Virginia-based academic health system.

Primefocus Health and Marshall Health Network are working together to customize the Primefocus Health platform to support Marshall Health Network in addressing key regional healthcare issues, such as obesity, healthy aging, substance use disorder, and rural healthcare needs. The Marshall Health Network serves 1.4 million residents in 40 counties in West Virginia, southern Ohio, and eastern Kentucky.

The Primefocus Health platform enables providers to deliver a personalized, complete care experience and improve access to quality healthcare. As part of the collaboration, Primefocus Health will also be actively hiring for roles related to the implementation and support of these solutions, creating new job opportunities within the region.

Innovation for a Better Life

Our collaboration with the State of West Virginia enables us to drive innovation and create transformative technologies and businesses to positively impact the people of West Virginia and the broader Appalachian region. We look forward to growing our contributions in the state, and we're excited about the incredible potential this collaboration holds for advancing our business and the region's development.

LG Electronics USA, Inc., based in Englewood Cliffs, New Jersey, is the North American subsidiary of LG Electronics, Inc., a \$60-billion-plus global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, energy solutions and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. 