



# Young Bin Na

CTO / COO / Head of Technology

## PROFILE

Seven years ago I chose to learn by building rather than studying. That choice put me in a position where I was designing and shipping enterprise systems, running multi-country franchise operations, and deploying AI tooling into real workflows while most graduates were still figuring out their first job. Senior professionals in the field have consistently rated my technical and operational output above what they see from university-trained hires.

What I actually do: I find where a business is losing time or money, build the system that fixes it, then make sure the commercial side captures the upside. At Korean Motor Spares that meant everything from writing the ERP code to closing franchise deals at international expos. I am looking for a senior role where I can own both the technical direction and the operational execution.

## EXPERIENCE

### Chief Technology Officer / Chief Operating Officer Aug 2019 – Present Auto Korea CC (Korean Motor Spares) Johannesburg

Importer, distributor and franchisor of OEM and aftermarket Korean vehicle parts across South Africa and sub-Saharan Africa. Sole technology and operations lead across the group.

#### ERP System

- Built the entire ERP from scratch using PHP Laravel, VueJS, MySQL and Python. The previous system was hard to maintain and had to be patched by a developer every time something needed changing.
- Automated purchase order generation to overseas suppliers. What used to take weeks of manual work now happens in hours.
- Built a B2B wholesale portal so trade customers could place orders directly, removing the manual back-and-forth and opening a new revenue channel at the same time.
- Added live shipment tracking across all inbound stock so retail customers could get accurate ETAs rather than chasing the team for updates.
- Set up min-qty automation across 30,000+ SKUs driven by live sales data, which kept the right stock available and reduced the lost sales that came from avoidable stockouts.
- Replaced hard-coded permissions with a fully flexible RBAC system. Onboarding new staff or franchise partners no longer needed a developer.

#### eCommerce and Digital Sales

- Designed and launched a custom eCommerce platform that hit R100,000 in gross sales within its first two months and brought in customers from Zimbabwe, Botswana, Kenya and Mozambique.
- Grew inbound lead volume to 50+ WhatsApp enquiries and 20 to 30 website calls per day. Wrote the sales manuals and ran the training that got the team converting at 10 to 15 percent on those leads.

#### Franchise and Distribution

- Signed 12 franchise partners and 5 distributors. Got there through a mix of international expo presence at Automechanika across India, Germany, China and South Africa, and targeted digital campaigns that did not require a big budget.
- The business went from a single branch doing roughly R1.2M a month in gross sales to a group-wide operation doing R6 to 7M per month. The ERP and digital infrastructure were the engine behind that growth.

#### AI and Productivity

- Introduced agentic AI and generative AI tooling into the day-to-day workflow. A two-person team ended up covering copywriting, graphic design, data capture, market research, SEO and development support without any additional hires.

#### Brand and Competitive Positioning

- Built the full brand identity and digital presence from nothing, including the website, social channels, paid campaigns and organic content.
- Managed pricing across the 30,000+ SKU catalogue with regular competitor benchmarking to protect margins and conversion rates.

## CONTACT

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## WHAT I DO WELL

- ERP design and deployment
- Full-stack development
- Cloud infrastructure (AWS / Azure)
- eCommerce platforms
- AI and agentic workflow integration
- Paid digital marketing
- SEO and organic growth
- Franchise and distributor development
- Supply chain and inventory systems
- Brand strategy and identity
- Team leadership and operations

## TECH STACK

### Languages

PHP Python JavaScript SQL  
HTML/CSS

### Frameworks

Laravel VueJS React

### Infrastructure

AWS Azure Linux CI/CD

### Databases

MySQL PostgreSQL

### Marketing

Google Ads Meta Ads GA4 SEMrush

### Platforms

WooCommerce Webflow Custom  
builds

## EDUCATION

### Crawford International

National Senior Certificate, 2013

### Macromedia University

Attended 2015-2019

Left to pursue technology full-time

## CERTIFICATIONS

- No-Code Responsive Web (Webflow)
- Digital Marketing and eCommerce (Google)
- Software Engineering

## LANGUAGES

English Korean

## Founder

Feb 2025 – Present

### CloudIA South Africa

Tech-driven agency helping South African SMEs scale through custom software, automation, AI integration, eCommerce and paid digital. Built to fill a gap in the market for solutions that actually connect to how a business operates, not just surface-level marketing.

- Ran the agency in parallel with a full-time COO and CTO role, managing client delivery, business development and team coordination across both.
- Delivered a full brand overhaul and website rebuild for a restaurant client that generated a measurable lift in reservations and direct WhatsApp enquiries within the first few months of launch.
- Currently growing CloudIA into a more structured operation while pursuing a senior leadership role where the full depth of my experience can be deployed at greater scale.

## Board Member (Director)

Jan 2026 – Present

### Korean Association of South Africa Johannesburg

- Contribute to strategic direction, governance and long-term development of the Korean community in South Africa.
- Work directly with the Korean Embassy and key community stakeholders on public engagement, cultural exchange and strengthening Korean-South African business relations.

## Advisory Committee Member

Dec 2023 – Dec 2025

### Peaceful Unification Advisory Council (PUAC) Gauteng

- Presidential advisory body of South Korea. Supported public diplomacy efforts in South Africa through policy discussions and collaboration with the Korean Embassy and local stakeholders.

Portfolio and references available on request | [whybee.co.za](http://whybee.co.za)