

James Byun

Chief Commercial Officer MicroVision

James Byun is an accomplished global technology executive with more than 20 years of experience building and scaling commercial organizations, establishing strategic partnerships, and driving revenue growth across the automotive, industrial, mobility, and advanced technology sectors. His leadership reflects a distinguished record of commercializing emerging technologies, developing high-performing global teams, and advancing growth in new markets.

In his role at MicroVision, James leads the company's worldwide commercial organization, with responsibility for business development, strategic partnerships, sales, customer engagement, and market expansion across MicroVision's growing portfolio of perception technologies and solutions.

James previously served as Managing Director of Global Business Development at Aeva, where he was instrumental in expanding the company's commercial operations and advancing strategic customer engagements across multiple markets. Before that, he was Chief Commercial Officer at Innovusion, now Seyond, where he built the company's global commercial organization and expanded relationships with leading automotive OEMs. Prior to that, he spent seven years at Gracenote as Executive Vice President and President of the Global Automotive Group, where he helped establish the company as a leader in automotive entertainment metadata while securing strategic partnerships with many of the world's largest automotive manufacturers and technology companies.

Earlier in his career, James served as General Manager and Head of Automotive at SiriusXM and held senior leadership positions at Sirius Satellite Radio. He began his career in investment banking at Lehman Brothers.

James holds a Bachelor of Arts in Economics from Brown University.

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