

# MASTER OF WINE JEANNIE CHO LEE



**First Asian Master of Wine** with a doctorate in marketing/branding and a master's degree in public policy

**Prominent wine critic**, judge, educator, consultant

**Award-winning author** of three books: *Asian Palate*, *Mastering Wine & The 100 Burgundy*

Recipient of **Knight in the National Order of the Legion of Honour** by the French government (President Macron)

**Professor of Wine** at HK Polytechnic University SHTM

Consultant to Singapore Airlines & Resorts World Genting

## Education:

- 2022 *Doctor of Philosophy* (Marketing & branding to Chinese consumers)  
Hong Kong Polytechnic University
- 2008 *Master of Wine*  
Institute of Masters of Wine, UK
- 2011 *Diploma Graduate & Certified Sake Sommelier*  
Sake Service Institute, Tokyo, Japan
- 2006 *Certified Wine Educator*  
Society of Wine Educators, Washington DC, USA
- 1999 *Diploma Graduate & WSET Certified Wine Educator*  
Wine & Spirit Education Trust (WSET), London, UK
- 1995 *Certificat de Cuisine Graduate*  
L'Ecole de Cordon Bleu
- 1990 -1992 *Master in Public Policy* (Concentration in International Affairs)  
Harvard University, Massachusetts, USA
- 1986 -1990 *Bachelor of Arts in Government and Sociology*  
Smith College, Massachusetts, USA

## Experience:

- 2006 - Present *Managing Director* of Asian Palate Ltd & JeannieChoLee.com
- 2009 - Present *Wine Consultant* to Singapore Airlines
- 2012 - Present *Professor of Wine* at the Hong Kong Polytechnic University
- 2015 - Present *Columnist* at *Robb Report China*
- 2010 - Present *Contributing Editor* to *Decanter* magazine
- 2012 - Present *Burgundy Chair* of Decanter World Wine Awards
- 1997 - Present *Wine Judge* Decanter World Wine Awards (London), Royal Adelaide Wine Show (South Australia), International Wine Challenge (London)
- 2013 - 2015 *Publisher & CEO* of LE PAN Media; lepanmedia.com
- 1997 - 2014 *Wine Writer* for *Wine Spectator* (USA), *Revue du Vin* (France), *Noblesse* (Korea & China), *China Business News* (Beijing, China), *Wine Press* (Shanghai, China), *Wine* (Guangzhou, China)
- 2010 - 2013 *Wine Columnist* of *South China Morning Post* (Hong Kong)
- 2007 - 2009 *Co-founder* of The Fine Wine School with BBR in Hong Kong
- 1999 - 2004 *Business & Lifestyle Journalist*, *Far Eastern Economic Review*
- 1995 - 1997 *Editor* of *Time Out* weekend magazine for *The Sun* newspaper
- 1994 - 1995 *Contributing Editor* of *Asia Inc.*