

## Press Release

19 December 2012

### **Renowned Master of Wine Jeannie Cho Lee Appointed Professor of Practice (Wine) by PolyU**

Jeannie Cho Lee, Asia's foremost expert in Wines, has been appointed by The Hong Kong Polytechnic University (PolyU) as Professor of Practice (Wine) at its School of Hotel and Tourism Management (SHTM) commencing 1 November 2012.

The first Asian Master of Wine (MW), Professor Jeannie Cho Lee is also an award-winning author, wine and food writer, wine critic, judge, educator and consultant. A graduate of Smith College and Harvard University, Professor Lee holds a Certificat de Cuisine from Cordon Bleu. She is also a Master Sake Sommelier from Japan's Sake Service Institute and is a Certified Wine Educator from the United Kingdom's Wine & Spirits Education Trust as well as the US Society of Wine Educators. Professor Lee was born in Korea and has lived in Hong Kong since 1994.

In her capacity as Professor of Practice (Wine), Professor Lee will be able to contribute to the School in different ways, including offering special lectures to both students and industry executives, advising the SHTM on curriculum development in relation to wine studies, and facilitating the School's collaboration with the wine industry through a number of dedicated platforms such as The Food and Wine Academy.

Speaking about the appointment, Professor Kaye Chon, Dean and Chair Professor of the SHTM said, "Professor Jeannie Cho Lee has demonstrated excellence and leadership in her field of practice. She will no doubt bring a unique depth of experience to this new position and help bridge the gap between academic and professional practice".

PolyU's School of Hotel and Tourism Management is a world-leading provider of hospitality and tourism education. It was ranked No. 2 internationally among hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009.

With 65 academic staff drawing from 19 countries and regions, the School offers programmes at levels ranging from Higher Diploma to Ph.D. Currently a member of the UNWTO Knowledge Network, the School was recently bestowed the McCool Breakthrough Award by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education.



*Professor Jeannie Cho Lee (left) appointed Professor of Practice (Wine) at the SHTM.*

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