



## **WALTER LEE**

238 SOI LADPRAO 1, CHOMPHON, CHATUCHAK,  
BANGKOK 10900 THAILAND  
TEL: (66)(2) 513 7337

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### **EDUCATION**

#### **UNIVERSITY OF ILLINOIS (1988)**

Urbana - Champaign, USA  
Bachelor of Science in Business  
Administration Marketing and Finance (HONS).

#### **KONAN UNIVERSITY (1986-1987)**

Kobe, Japan  
Studied at the Konan University and subsequently  
interned with a local multi-national trading company  
in Osaka and Tokyo, Japan.

#### **LANGUAGES**

Fluent in 8 languages: English, Mandarin, Teochew  
Cantonese, Fujian, Bahasa Malaysia, Japanese and  
Thai

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### **PROFESSIONAL EXPERIENCE**

**CHIEF EXECUTIVE OFFICER:** (May 1993 - Present)

**VENTURETEC MARKETING CO., LTD., BANGKOK, THAILAND**

Founding member in establishing this international joint-venture marketing company to create, market and distribute its own brands of premium seafood and gourmet food products domestically and internationally. Brands include “Wasabi-O”, “Chef Kani Express” value-added products range of wasabi products and “Hippo” range of frozen dough meal solutions. Currently sold in 12 countries around the world.

**DIRECTOR:** (2000 - Present)

**EXQUISINE SYSTEM CO., LTD**

Founding member in establishing this international joint-venture restaurant franchise and management company. Brands include Coca Suki, Mango Tree Restaurant, Mango Tree Café, Mango Tree Bistro, Mango Chili and China White. Currently operating 68 restaurants in 21 countries.

**FOUNDER:** (2002 - Present)

**THE V-SCHOOL**

A boutique culinary management institute specializing in the art and science of mainly Japanese and Thai cuisine (Started by Chef Walter because of his passion for the world culinary delights through his travels around the globe and to propagate his personal style of classical and contemporary cooking, “cheffing” and “restauranting”).

MANAGING DIRECTOR : (2012 - Present)

V-AGROTECH

Founder of this corporation, that focuses on scientific innovation and ‘out-of-box’ marketing approach of the founding partners in the areas of agriculture and gastronomy and to bring break-through food concepts to consumers world-wide.

DIRECTOR : (June 1995 – October 1999)

M J WALT CO., LTD., BANGKOK, THAILAND

Founding member in establishing this public relation, publicity and event management company specializing in providing above-mentioned services in Thailand.

DIRECTOR : (April 1995 – 2005)

TRIX CO., LTD., KUALA LUMPUR, MALAYSIA

Founding member in establishing this hi-tech graphic, web design and publishing company servicing primarily publicly listed companies in Malaysia.

CHAIRMAN OF THE BOARD : (April 1994 –2002)

DIRECT APPROACH CO., LTD., BANGKOK, THAILAND

Founding member in establishing this data base direct marketing company specializing in providing one-stop direct marketing services i.e. all forms of direct marketing concept and campaign design, process and management consultancy, data base construction, rental, marketing and management consultancy in Thailand.

DIRECTOR : (Dec 1993 – 2007)

PROGRESS G CO., LTD., BANGKOK, THAILAND

Founding member in establishing this graphic design company specializing in printed and product design servicing the Thai market.

DIRECTOR

WE LEISURE COMPANY LIMITED : ( November 2012 – February 2017)

Founding member in establishing this floating antique barge “Dine & Sail” restaurant concept on the Chao Phraya River in Bangkok.

DIRECTOR

J.L.W. HOSPITALITY CO., LTD. (June 2013 – November 2016)

Founding member in establishing this sushi restaurant at Suvarnabhumi International Airport

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### **ADDITIONAL PROFESSIONAL ACTIVITIES**

LECTURER AND MOTIVATIONAL SPEAKER : Thailand (1992- Present)

Special speaker and lecturer on topics related to marketing, entrepreneurship, restaurant management, culinary arts and science and social entrepreneurship to local and international universities, government agencies, corporate and private association.

CELEBRITY CHEF / CERTIFIED INTERNATIONAL CULINARY JUDGE: Bangkok, Thailand (1995-Present)

-Hosts own TV cooking program on channel 3, 5, 7, 9 satellite TV, Facebook and YouTube on weekly basis. Create, adapt and design innovative and wholesome menus of special themes and occasion on air to audience over 200 countries worldwide and personally cooking while hosting on air.

-Certified and approved WACS (World Association of Chefs Society- the largest professional chef association in the world in over 80 countries around the world.) judge in international chef culinary competition.

-Professional member of “Commandeur” rank of Confrérie de la Chaîne des Rôtisseurs, the oldest international society of connoisseurs, dedicated to fine cuisine, developing the gastronomic values along with the table art.

FOOD DESIGNER: Bangkok, Thailand (1995 - Present)

Designs, creates and publishes healthy and great eating recipes with monthly circulation of over 300,000 copies to members and subscribers domestic and internationally.

COLUMNIST: (2005)

Manages a weekly food column in leading Thai newspaper introducing exciting new menus to readers extolling the virtues of healthy, wholesome and great eating to millions of loyal readers.

WRITER AND TRANSLATOR: (2009 - Present)

Authoring and translating motivational and self-help books on child disabilities and care. Authored the book “Walking Without Legs” in Thai that became a best-seller with over 30,000 copies sold in Thailand and is currently being translated into English.

SOCIAL ENTREPRENEUR : (2009- Present)

Founder and President of “Zy Movement Foundation”, a Thailand-based ASEAN (Association of Southeast Asian Nations)

focused international NGO championing a multi-disciplinary approach of inspiring, empowering and enabling children with congenital limb deficiency and cerebral palsy toward independent living, their parents toward “accepting reality, but not defeat”, bridging the medical gap between countries more advanced in this field e.g. Germany and developing countries ie. ASEAN, towards a more independent, wholesome and barrier-free living. Co-founded an international branch in Malaysia. Founded 2 currently well-known international events,

- “ASEAN Medical Seminar on Treatments and Management of Children with Mobility Impairment (AMCM)
- “Climb to Change a Life” (CTCAL) 13 around the world.

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**HOBBIES**

Nature Culinary Arts and Gemology, Golfing, Scuba-Diving.