

**Youngwon Lee** · 2nd

Savvy, Bilingual Chief Operating Officer and Food & Beverage Industry Leader

Emeryville, California, United States · [Contact info](#)

500+ connections

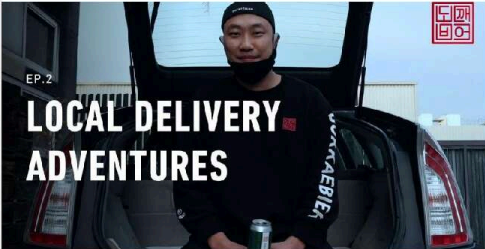
You both know Jonny Price, Mark Rodli and 3 others

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Featured


Episode 2 is live!

...




**Dokkaebier (도깨비어) EP 2: Local Delivery Adventures**

youtube.com


 23 · 1 comment

Ever wonder what it takes to run a successful craft brewery? Or who is behind the scenes of it all? Eve...




**Dokkaebier (도깨비어) EP 1: How it all started**

youtube.com

 48 · 12 comments

Experience




**CEO**

Dokkaebier · Full-time

Jul 2019 – Present · 1 yr 11 mos

We take our name from dokkaebi (도깨비), the mysterious, shape-shifting creatures found throughout Korean folklore. Often described as playful and mischievous spirits, dokkaebi possess the ability to change their physical appearance at will.

Our crew here at Dokkaebier are shapeshifters, too. We're simultaneously brewers, chefs, innovators, and gracious hosts—and we'd love to show you how amazing Korean drinking and dining culture can be.



**Head of US Operations**

The Booth Brewing Co.

Apr 2017 – Jun 2019 · 2 yrs 3 mos

Eureka, California

The Booth Brewing Co. is a microbrewery headquartered in Seoul, South Korea. The brewery was founded in 2013. In 2015, The Booth Brewing Co. acquired a brewing facility in Eureka

was founded in 2010. In 2019, the Booth Brewing Co. acquired a brewing facility in Eureka, California, previously owned by Lost Coast Brewery. The Booth is well known for Taedonggang Pale Ale, a collaboration with Danish microbrewery Mikkeller, and als ...see more

Chief Operating Officer

Magnum the Tasting Room

Oct 2015 – Nov 2016 · 1 yr 2 mos

서울시 강남구 청담동



Magnum the Tasting Room



Magnum the Tasting Room

COO



MAGNUM Korea

Oct 2015 – Nov 2016 · 1 yr 2 mos

대한민국 서울 강남구

Chief Operating Officer

MAGNUM The Bottle Shop

Mar 2015 – Nov 2016 · 1 yr 9 mos

서울시 강남구 신사동

Magnum was one of the first Premium Liquor stores to open in Korea offering a wide variety of alcoholic beverages, liquor tasting events and a gourmet food menu.

▶ In charge of promoting all events and supervising client services operations.

▶ In charge of production & sales of all alcoholic products.

Show 1 more experience ▾

Education

Bergen County Academies

Academy for the Advancement of Science and Technology

2004 – 2007



University of California, Berkeley

Licenses & certifications



WSET® Level 2 - Spirits

WSET — Wine & Spirit Education Trust



WSET® Level 2 - Wines and Spirits

WSET — Wine & Spirit Education Trust



WSET® Level 3 Advanced in Wines and Spirits

WSET — Wine & Spirit Education Trust

Volunteer experience

**Associate Board Member**  
Korean American Community Foundation of San Francisco  
Dec 2020 – Present · 6 mos

Skills & endorsements

- Business Strategy** · 5

Hannah Gossack and 4 connections have given endorsements for this skill
- Supply Chain Management** · 2

Lauren Christiansen and 1 connection have given endorsements for this skill
- Salesforce.com Consulting** · 2

Lauren Christiansen and 1 connection have given endorsements for this skill

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