

Youngwon Lee

Founder @ Dokkaebier

Oakland, CA, United States | [LinkedIn](#)

This industry has felt like home for as long as I can remember. With 16 years of experience across F&B, brand building, and launching products that push boundaries, craft beer has become more than a career. It's my passion and purpose. As a Korean-American living between cultures, I founded Dokkaebier to create more than just a drink. It's a bridge between identities, a celebration of Asian-American voices, and a stage for bold flavors rooted in heritage. Every beer reflects the third-culture experience—unapologetically Asian-American, experimental, and made to connect people. Along the way, I've worn many hats: founder, first-time dad, and advocate for representation in an industry where people like me are still few and far between. I'm proud to be one of the few Asian faces in craft beer and even prouder to help change that. Let's connect if you're into flavor, storytelling, DEI, or building something that doesn't fit the mold.

EXPERIENCE

Associate Board Member Korean American Community Foundation of San Francisco	Dec 2020 — Dec 2024
CEO Dokkaebier 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.	Jul 2019 — Present <i>Oakland, California, United States</i>
Head of US Operations The Booth Brewing Co. 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, California, previously owned by Lost Coast Brewery. The Booth is well known for Taedonggang Pale Ale, a collaboration with Danish microbrewery Mikkeller, and also for being the second non-U.S. craft brewer to produce beer in its own facility in the US. ► In charge of running the Eureka Brewery operation based in California. ► Accountable for the management of the entire brewery staff. ► In charge of US operations, supervising and managing all departments including Finance, Logistics, Marketing, and Sales.	Apr 2017 — Jun 2019 <i>Eureka, California</i>
Chief Operating Officer Magnum the Tasting Room	Oct 2015 — Nov 2016 서울시 강남구 청담동
COO MAGNUM Korea	Oct 2015 — Nov 2016 대한민국 서울 강남구
Chief Operating Officer MAGNUM The Bottle Shop 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 marketing & sales of all alcoholic products.	Mar 2015 — Nov 2016 서울시 강남구 신사동
Chief Operating Officer Indulge Co. Ltd Indulge Korea is a Food & Beverage Import & Brand Management company based in Seoul, Korea. The company has track record of success, both, creating new brands, as well as localizing global brands for the complex Korean marketplace. ► Moved from the US to South Korea in 2008 and started to work at Indulge Co. with a 3 person operation, representing various wineries around the world in the Asian market. Main responsibilities and achievements include: ► In charge of marketing wine and spirits brands through events such as tasting seminars, winemakers dinner, wine and spirits expos and various music festivals. ► Responsible for developing OEM products with Lotte Chilsung (a major F&B company in Korea). ► Promoted to Director of Operations in 2011 and later COO in 2014 in charge of supervising the sales, finance, logistics, and operations departments. ► Hired all staff members and designed + implemented all processes. ► Designed and executed the sales strategy including On-trade (restaurants, bars, clubs, wholesalers) and Off-trade (Hypermart, CVS, Warehouse) negotiations. ► Designed and executed the marketing strategy including branding, PR and Event Management. ► In charge of all logistics management and financial operations including supervision of books, manufacturer negotiations, and bank relationships raising at least 2M in loans. ► Together with a developer, extensively designed and implemented the Salesforce system for the company.	Oct 2008 — Apr 2015 <i>Seoul</i>

- Managed the company's Duty Free business.
- Grew the business from 3 staff members in 2008 to approximately 80 staff members in 2015.
- Yearly sales revenue increase, 2M in 2011, 5M in 2012, 8.9M in 2013 and 18M in 2014.

Major Brands

- Patron, Bernini Sparkling, Cuerpo, VOGA, AGWA

EDUCATION

Bergen County Academies

Jan 2004 — Jan 2007

Academy for the Advancement of Science and Technology

University of California, Berkeley

CERTIFICATIONS

Wispr Flow,

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

SKILLS

Microsoft Office · Microsoft Excel · PowerPoint · Microsoft Word · QuickBooks · Wrike · Business Strategy · Supply Chain Management · Salesforce.com Consulting · Strategic Planning · Budgets · Project Management · Social Media · Marketing · Event Planning · Marketing Strategy · Event Management · Market Research · Program Management · Management · Leadership · Customer Service · Anaplan · Public Speaking