



UNLV Office of Executive Education



Dr. Cervantes Lee Biography

Hospitality Business Professor – Multi-Unit Restaurant Management

University of Nevada, Las Vegas

Inaugural Multi-Unit Restaurant Management teacher through the
endowment of Panda Express co-founders

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Dr. Cervantes Lee is currently teaching the Executive Certificate in Restaurant Franchising, Technology, Real Estate, and Investment for the Lee Business School Office of Executive Education. In Spring 2022, Dr. Lee became the inaugural faculty member of multi-unit restaurant management at UNLV's Hospitality College. This appointment was made possible by a generous gift of \$5 million from the co-founding couple of Panda Express. Dr. Lee teaches related undergraduate, capstone, internship, graduate and executive courses, and is nicknamed "Panda Professor" at UNLV. In the Fall 2023 semester, he also taught the master-level course "Hospitality Franchise & Real Estate Management" (HMG 6938) at MUMA Business College, University of South Florida. Prior to joining academia, Dr. Lee accumulated US\$ 100 billion in assets from over 20 years in his principal investment career in all types of hospitality, real estate, location-based businesses (such as school, hotel, restaurant chain, food manufacturing and transportation) and consumer technologies. His career contributions include UNLV Hospitality College, Beike Holdings (NYSE: BEKE), Redbridge Student House, Panda Express, Peking University Founder Group, CBRE Investors (NYSE: CBRE), AIG Global Real Estate (NYSE: AIG) and Arthur Anderson's Corporate Finance. In addition to his restaurant education doctorate from the University of Southern California (2021), he received an M.S. Degree in Real Estate Development from MIT (2008), an MBA in Finance (2001) and a BA in Economics (1997) from National Taiwan University. He spent two years as the second lieutenant of transportation in the ROC (Taiwan) Navy. In 2018-2019, he served as President of the MIT Club of Southern California. He currently serves as an MIT Educational Counselor (2021-2024 term) and recruits high school applicants. He earned all five professional designations in 2014 from the International Council of Shopping Centers (ICSC). On the restaurant food service side, Dr. Lee possesses the Food Safety Manager Certificate (#21450718) and is a Certified Foodservice Technology Professional (from International Food and Beverage Technology Association).

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