

BURSON-MARSTELLER

Joanne Lee
President
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As one of Korea's most knowledgeable public relations practitioners, Joanne Lee has counseled many multinational organizations in Korea. She was president and founder of Star Communications, Korea's leading public relations agency and Burson-Marsteller's affiliate from 1979 until 1988, when Burson-Marsteller Korea was established.

Star Communications worked on behalf of multinational clients operating in Korea in almost all areas of public relations. Ms. Lee has successfully undertaken assignments in government relations, media relations, special events and sponsorship activities, and marketing support.

She gained extensive experience in Korean media relations and special promotions as the first Director of Public Relations for American Hotels and as a Senior Consultant for the Korean Association of Conference Organizers.

Ms. Lee holds an MA in psychology from IIT in Chicago, Illinois and a BA in English from Sogang University in Seoul. She is also a charter member of the International Public Relations Association (IPRA), Asian governor of Zonta International and Korea board member of the Pacific Asia Travel Association (PATA).