

RICH LEE

San Francisco Bay Area | rich@sprocoffeeesf.com

Coffee Professional | Operator | Educator | Competition Judge

PROFESSIONAL EXPERIENCE

The Wild Fox — *Co-Founder & Director of Coffee - San Francisco, CA | Dec 2025 – Present*

- Co-founded and launched a Japanese-inspired cafe concept in San Francisco's Financial District as a participant in the City's Vacant-to-Vibrant program.
- Developed the comprehensive coffee and beverage program, overseeing sourcing, menu creation, brewing standards, and staff training.

SPRO Coffee Lab — *Co-Founder & Director of Coffee - San Francisco Bay Area | Apr 2017 – Present*

- Co-founded and currently operate a specialty coffee company with multiple cafe locations across San Francisco.
- Lead all aspects of coffee operation, including sourcing strategy, managing roasting partnerships, and designing the full beverage program and staff education.
- Designed and implemented comprehensive training programs for baristas and management, focusing on advanced coffee quality, sensory evaluation, and service standards.
- Spearhead equipment selection, optimize cafe workflow efficiency, and define overall operational strategy.

CONSULTING & EDUCATION

Coffee Training & Consulting

San Francisco Bay Area | Ongoing

- Provide specialized barista training, workflow optimization, and coffee program development for independent cafes.
- *Current Clients:*
 - **Sohn** — San Francisco (Active training program)
 - **Kaizen Coffee** — San Mateo (Active training program)

Blue Fog Market — *Coffee Educator*

San Francisco | 2020

- Led coffee education workshops and training sessions focused on fundamental brewing techniques, advanced espresso preparation, and sensory development.

INDUSTRY INVOLVEMENT

Specialty Coffee Association (SCA)

US Coffee Championships — Competition Judge | 2022 – Present

- Certified Sensory Judge, responsible for evaluating barista competition routines based on rigorous World Coffee Championship standards.

PREVIOUS EXPERIENCE

Company	Role	Dates
Barefoot Coffee Roasters	Manager ▾	2016 – 2017 ▾
Blue Bottle Coffee	Shift Lead ▾	2016 – 2017 ▾
Sightglass Coffee	Barista ▾	2016 ▾
Red Berry Coffee Bar	Shift Lead ▾	2015 – 2016 ▾
Sue's Gallery Café	Shift Lead ▾	2015 – 2016 ▾
Peet's Coffee	Barista ▾	2014 – 2015 ▾

