



## Hugo SEILLY

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**EXPERT PROFESSOR**  
**DEPARTMENT: WINE & SPIRITS**

**DISCIPLINARY TEAM: WINE & SPIRIT BUSINESS (WS)**

## EDUCATION AND DEGREES

- 2023 WSET Diploma WSET School London, London, France
- 2024 WSET level 3 in Spirits Spirits Cave, Hong Kong, Hong Kong
- 2015 MBA Nicholls State University, Thibodaux, United-States

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2021 - 2022 On Trade Sales Manager East China (China Wines & Spirits, Shanghai, China)
- 2021 - 2022 Wine and Spirits Specialist (Shanghai Wine Exchange, Shanghai, China)
- 2022 Wine and Spirits Director (Shanghai Wine Exchange, Shanghai, China)

### CONSULTING ACTIVITIES

- 2024 - 2025 Founder (Cellar Key Consulting, Shanghai, China)

### OTHERS ACTIVITIES

- 2022 - 2024 Wine and Spirits Educator (China Wines & Spirits, Shanghai, China)

## TEACHING

### DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

## **SCIENTIFIC ACTIVITIES**

## **INVOLVEMENT IN SCHOOL'S ACTIVITIES**

- Responsibility for modules
- Participation in one or more admissions boards (Chairperson of the Board or company representative during individual interviews, language tests or correction of examination papers)
- Other activities

## **INTELLECTUAL CONTRIBUTIONS**