

Lei Dai

Founder of PumpCan



Lei Dai is building up her own company – PumpCan, which is a real Canadian local & sustainable food product brand. She just graduated from Centennial College culinary management 2-year-long program. As a student chef, she had an excellent understanding of the solid culinary theory and technique. She won in many competitions held by both Canadian Culinary Federation Junior branch and Central Region. Her 4-month field placement at Boehmer's Restaurant and Terre Rouge further developed her skills and creation.

She has a cross-industrial working background of which most are creative and artistic. She is the co-founder/partner of Hello 90, a music production company in Beijing. Prior to her school time at Centennial College, she had been a composer, lyricist and singer of Warner Chappell Music for 10 years. She worked also as a product director at Universal Music for 2 years, taking charge of planning artists' related product such as CDs, DVDs, MVs, concerts, tours, and marketing activities such as new album release announcement, press meeting, fans meeting, celebration ceremony, etc.