Herb Lee, Jr., is a Native Hawaiian and the President and Chief Executive Officer of the Pacific American Foundation (PAF), a Native Hawaiian serving non -profit since 1993. Herb has led highly successful and innovative education and leadership projects, that has benefited over 150 schools, trained over 6,000 teachers and formed over 200 community and industry partnerships over a 27-year period. In 1995 he founded the Waikalua Fishpond Preservation Society to protect and steward a 400-year-old ancient Hawaiian Fishpond, one of the few remaining in the 21st Century.

In 2011, he received numerous awards including the Historic Hawaii Foundation's highest Preservation Award for the work at the Waikalua Loko Fishpond; the Hawaii Maoli and the Association of Hawaiian Civic Club's "Ka Mana o ke Kanaka, the Spirit of the Hawaiian" award; the Rotary Club of Honolulu's, "Peacemaker Award," and the O'O award from the Native Hawaiian Chamber of Commerce. In 2014, he was one of ten in the country to be awarded a "Cesar Chavez Champion of Change" by President Obama.