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Dr. Jia holds a PhD in Finance from the University of Cambridge, MSc in Management from the University of Oxford, and First class honour degree in Accounting and Finance from the University of Sheffield. She is a member of Royal Institution of Chartered Surveyors, a member of International Society of Hospitality Consultants, and also elected as a vice president of China Real Estate Chamber of Commerce Hotel Investors Association. She was also a lecturer in Finance and Accounting at University of Surrey and taught Finance and Investments at the London School of Economics and Politics in the UK. She is an invited columnist at <21st Century Business> and <Morning Whistler>, both are prominent finance and investment media in China. She is also a guest professor at Hong Kong Polytechnic University, University of Surrey, and University of West London. She is a well-known speaker in cross-border real estate/hospitality/leisure/healthcare/education acquisitions in Asia, frequently invited for investment conferences and public media interviews.

Dr. Jia has over 10 years of industry experience in real estate investment, private equity and M&A throughout the UK and Asia. She is Head of Asia at Christie & Co, with her main focus on China, Hong Kong, Taiwan, Macau, Singapore, Malaysia and Indonesia, Thailand, Vietnam, and South Korea. Joanne and her team have completed a few important cross-border acquisitions, including the acquisition of Kew Green Hotel Group by (HK) China Travel Services Hotel Group , the acquisition of Swire UK hotels by Singapore Frasers Hospitality Group, the acquisition of Arora Hotel Heathrow by Singapore M&L Hospitality Trust , the acquisition of Swan Nest hotel by CL capital, the acquisition of the Plough at Cadsden by SinoFotune, European hostel market research for Far East Hospitality Trust, European Hotel market review for Ascendas Hospitality Trust, Chinese traveller in Northern Europe research for Pandox Hospitality, and European expansion strategies for Dossen Hospitality Group and etc.