



## Professional Profile

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- Experienced professional with over 20 years of culinary experience
- University of Reims-Arden Champagne (France) 2013, Gastronomy
- Le Cordon Bleu, Paris – 2013 - Note By Note Cuisine and Medieval Gastronomy
- Executive Chef, Vancouver 2010 Olympic Athletes Village
- Author of International Award Winning book - "From Pemmican To Poutine – A Culinary Journey Through Canada's History"
- Gourmand World Book Award 2010, Paris
- Le Cordon D'Or Academy award, 2011, Florida
- Vice President of Canadian Culinary Federation (Toronto Chapter)
- Culinary Lecturer, Ontario Colleges 2004 – present
- Owner of a Unique Restaurant in Whitby & Toronto (www.wildburger.ca)

## Core Competencies

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- Profit & Loss Assessment/Recovery
- Menu Development/Design
- Project Management
- Extensive Knowledge of HACCP
- Business/ Revenue Growth
- Excellent Interpersonal Skills
- Special Events Catering and Planning
- Inventory Control and Cost Reduction
- Purchasing and Supply Management Experience
- Excellent Customer Service
- Experienced Media Presence
- Research and Development

## Professional Experience

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### **Qualifirst Foods, Toronto**

**Jan 2015 - Present**

#### ***National Corporate Chef***

- Work with Other Corporate Chefs and Executive Chefs of various hotels, restaurants, food service and retirement homes, creating menu with Qualifirst ingredients.
- Support and manage inside and outside sales team with creative ideas and innovative uses of Qualifirst products.
- Identify new trends and source ingredients from around the world to import.
- Develop recipes and blogs for the website, with new and innovative ingredients.

### **WILD BURGER, Toronto & Whitby**

**Jun 2014 - Present**

#### ***Owner***

- Own and Operate two restaurants serving most unique Burgers – Menu Planning, Concept design, Location Design and Planning, Lease-hold, Financial Planning, Marketing & Sales
- Named as the 10 Ten Burger Restaurant in Toronto in Year 1

**Campbell Company of Canada, Toronto**  
**National Corporate Chef**

**Retail: Sept 2012 – Nov 2013**  
**Food Service: Nov 2013 – Dec 2014**

**Sales Support:**

- Initiated an innovative sales approach which involved working directly with corporate clients (Ex: Costco, Cara Restaurant, Tim Hortons, Aramark).
- Customize product, based on customer and consumer preference.
- Collaboration with clients and the Sales team to leverage an interactive culinary approach that was desirable to retailers and operators. Orders increased by ~50%.

**Marketing Support:**

- Collaboration with Brand Managers for Campbell’s Soup, Simple Meals, V8, Pepperidge Farm and Bolthouse.
- Strategic Development around key consumer insights.
- Recipe Development for the website: [www.cookwithcampbells.ca](http://www.cookwithcampbells.ca) .
- Brand Ambassador, working with various publications, TV and radio, promoting Campbell’s products through interviews and widely recognized TV shows.

**Research and Development:**

- Collaboration with Product Developers for the innovation of new products for the marketplace. Identified culinary trends and applied those trends toward new product development.
- Collaboration with internal and external Market Research teams to conduct focus groups and obtain relevant information in order to develop new products.

**Global Culinary Support:**

- Commissioned to support Campbell’s Culinary & Baking Institute providing expertise to culinary teams in Australia, France, UK and Asia regarding corporate client relationships, recipe creation, understanding trends and strategizing on new product development.

**Gourmet Alchemy Inc.**  
**Director of Hospitality / Executive Chef**

**Jan 2012 – Present**

**Wild Burger Inc**

- Create and develop menu
- Recipe Development
- Pre-opening support
- Team Building

**Evolution Food Co., Healthy Fast Food**

- Pre-Opening Culinary Consultant
- Concept Development
- Kitchen Design
- Dining Room Design
- Policy Development
- Hiring the onsite team
- Training the onsite team
- Menu & Recipe Development

**Campbell Company of Canada (Food Service)**

- Support Business Development
- Special Events

- Programme development
- Recipe Development
- Operational Support, Major Accounts
- Team Building

**Caviar Kelp**

- New Business Development
- Recipe Development
- Culinary Trainer
- Team Building

**Sidra Medical Centre, Qatar Foundation, \$10 Billion Hospital (Doha, Qatar)**

- Consultative Services
- Concept Development, Retail and Patient Dining
- Kitchen/ Dining Room Design
- Menu development
- Recipe Development
- Policy Development/Implementation
- Hiring and training pre-opening staff
- Team Building

**Sodexo Canada, Toronto**

- Business / Program Development
- Special Events
- Operational Support, Major Accounts
- Team Building

**Centennial College, Scarborough**

- New Course Development
- Curriculum Development
- International Cuisine program Inception

**Clovelly Golf Club, St John's, NFLD**

- Concept / Strategy Development
- Budget Development
- Menus Development
- Recipe Development
- Hiring and Training
- Team Building

**Durham College, Oshawa  
Lecturer**

**January 2014 - Present**

**Sodexo Canada, Toronto  
Executive Chef/Director of Culinary Services**

**Dec 2004 – Dec 2011**

**Operational Support:**

- Culinary Team Leadership in various divisions including Campus Services, Healthcare, Remote Sites and Corporate Services.

**Programme / Menu Support:**

- Planned new concepts and design for various locations.
- Working with the designers and construction crew to plan Openings.
- Worked with various Franchising company to figure out suitable concepts for suitable locations.
- Developed seasonal menu and marketing programs for the various divisions consistently remaining within budgetary guidelines. Achieved buy-in from Marketing Director.
- Created and implemented recipes in collaboration with divisional Chefs.

**Business Development and Marketing Support:**

- Worked with Business Development team to bid on RFP's, providing culinary insight on programs. Created and facilitated high impact presentations.
- Developed new programs and concepts for the Marketing team to offer existing and new clients.
- Created operational budgets for new programs.

**Supply Management Support:**

- Work closely with the Supply Management team to identify relevant products for our various divisions.
- Work with various vendors in creating specific products that would be appropriate for our needs.

**Centennial College, Toronto** **Sept 2009 – Dec 2013**  
**Professor – Hospitality Services**

**Armadillo Texas Grill, Toronto** **Dec 2003 – Dec 2004**  
**Kitchen Manager**

**The Sultan’s Tent & Cafe Moroc, Toronto** **Oct 2002 – Nov 2003**  
**Pre-Opening Chef/Executive Chef**

**Marriott International – Hotels Division** **Apr 1999 – Oct 2002**

- Washington Marriott Hotel – Executive Sous Chef/Food Production Manager
- Marriott’s Goa Resort, Goa India – Specialty Chef Pre-Opening
- Marriott’s Marco Island Resort, Florida – Line Cook, Chef de Partie

**Hotel & Restaurant Consultants and Caterers (HRCC), India** **Apr 1993 – Mar 1999**

- Cook, Chef de Partie, Kitchen Manager

**Culinary Demonstrations & Media Relations**

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- Toronto Culinary Salon, 2005 – Culinary Demonstrator
- Singapore Culinary Mission, 2008 – First Canadian Chef to be invited to participate
- Kerasma Food Conference (Greece), 2008 – First Canadian Chef to be invited to participate
- **Guest Speaker** – American Culinary Federation (2006, 2007, 2012), Ottawa Food and Wine Show (2010), Chicago Value Cut\$ Conference hosted by Plate Magazine (2008), Canadian Culinary Federation (2007), Royal Winter Fair (2010), Canada Outdoor Show (2010), World Cookbook Fair in Paris (2011), International Curry Competition, Florida (2012, 2013)
- **Featured Guest Chef** - City TV’s “Breakfast Television” (2007, 2011), Roger’s Television “Daytime” , Toronto, Durham, London, Kitchener, Mississauga(2007, 2009, 2011, 2012, 2013), London Food and Wine Show (2007)

**Awards & Recognitions**

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- Manager of the Year, 2001 – Washington Marriott Hotel
- Escoffier Award, 2006 – Escoffier Society of Toronto
- CEO Marketplace Award, 2007 – Sodexo North America
- Heroes of Everyday Life, 2007 – Sodexo Canada Ltd
- Spirit of Sodexo, Gold Winner Service Spirit, 2010 – Sodexo Canada
- Spirit of Sodexo, Platinum Winner Service Spirit, 2010 – Sodexo North America
- Gourmand World Cookbook Awards , 2010 – Paris, France
- Le Cordon D’Or Gold Ribbon Culinary Academy Award, 2011 – Florida, United States

**Honorary Memberships/Committees**

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- Vice President, Canadian Culinary Federation, Toronto Chapter.

- Past Board of Health, City of Toronto
- Toronto Food Policy Council (Governed by the City of Toronto)
- Chairman of the Board, FoodShare Toronto
- Executive Committee for the Toronto Public Health to draft the first Toronto Food Charter

## **Education & Training**

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- Institute of Hotel Management, Catering Technology & Applied Nutrition, India, Hotel & Restaurant Management and Culinary Management
- Professional Chef's Association, Certified Executive Chef (CEC)
- University of Reims-Arden Champagne, Paris, Diploma in Gastronomy (Hautes Etudes Du Gout)
- Marriott International Group, 2002 – Management Development Training
- Canadian Restaurant Food Association, 2011 – Food Safety Certification
- Culinary Institute Of America, 2005 – Menu Master's Culinary Design
- Workplace Safety Insurance Board, 2006 – Health & Safety Certification

## **Professional Affiliation & Membership**

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- Escoffier Society of Toronto
- Canadian Culinary Federation of Chefs and Cooks (CCFCC)
- World Association of Cooks Societies (WACS)
- American Culinary Federation (ACF)
- Research Chef's Association (RCA)

**References Available Upon Request**