

17 Queen Street
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Adrian Downhill – Credentials

Professional Experience

Independent Foodservice Consultant

October 2013 – Present

Since returning to my own Independent consultancy, in addition to my own clients ranging from independent high street operators to new start up retailers, I have also been working in close partnership with Boyd-Thorpe Associates on a variety of projects. My strength in operations, project management processes, cultural change process and foodservice business planning augments perfectly with Fiona's unparalleled strengths in contract management, procurement, tendering and strategic development. Our collaboration which now accounts for more than 80% of my time has led to the successful delivery of a range of very complex, in depth and long term projects. Most recent projects include mobilisation liaison for the transition of catering at the Old Royal Naval College, the design, project management and build of a new production kitchen for a major London events company, operational strategic cultural change process for the National Memorial Arboretum including the development of a new £15m Visitor Centre and subsequently leading on to the development of a new £5m+ events pavilion, detailed foodservice strategy and business planning for Auckland Castle, new catering contract tendering at Crown Estate in Windsor, Royal Botanical Gardens at Kew and many more.

Ampersand (CH&Co Catering Ltd)

June 2012 – October 2013

Interim Director of Operations/Project Director

On developing a very successful working relationship with Ampersand (CH&Co) overseeing the hugely demanding redevelopment of the Historic Royal Palaces Public Catering estate. I took a short term contract to help stabilise the operational aspects all Day Visitor Attractions and Venues across the CH&Co estate including Historic Royal Palaces, London Zoo and Wakehurst Place but also oversee all major project work for the group. This included the successful openings and subsequent refurbishment of London Zoo (a new state-of-the-art 700-cover Restaurant), RBG Wakehurst Place, Birmingham Botanical Gardens. On successfully completing this assignment including the opening of the new state-of-the-art 700-cover Terrace Restaurant at London Zoo and the Bakery at Wakehurst Place, I have since reverted to providing independent consultancy and support to a variety of clients.

Independent Foodservice Consultant

December 2009 – June 2012

Independent consultancy and interim management providing management, sales, marketing and design support to the foodservice industry. This included spearheading the successful 2012 Olympics Public Catering Bid for NEC Group (Amadeus) at the Olympic Park, numerous business development and strategic projects for Glasgow's most prestigious caterer's Cordia and other interesting assignments. Most recently, I was appointed to project manage the £2m+ redevelopment of more than 23 separate public catering facilities within the Historic Royal Palaces (Tower of London, Hampton Court & Kensington Palace) for Ampersand (CH&Co). Other assignments included:

- Project Management (facilities redesign & development)
- New market entry (Sports Caterer)
- Business Development Strategy
- Hands on interim sales management support
- Cultural change programmes
- Marketing and brand development
- Design and concept solutions
- Bid and tender preparation

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ARAMARK Limited January 2009 – December 2009

\$10.6bn Multinational catering and FM service provider.

Sales Director, Business Dining

- Business Dining division autonomous to main operating function focussing on national group contracts in key industry sectors of Professional Services, Natural Resources, Media and Banking.
- Divisional Board responsibility for new business development and contract retention activities including strategic planning and market assessment, budget planning and resource management
- Divisional targets of £20m in year turnover
- Implemented new database CRM system for effective market research and telesales activity

Delaware North Companies July 2007 – December 2008

\$2.2bn privately owned specialist hospitality and support service company providing full range of guest experiences from Yosemite National Park to Telstra Dome, Melbourne to Kennedy Space Centre. In UK, sole catering partners at new Wembley and Emirates Stadiums and have recently opened at Pride Park Stadium in Derby.

Corporate Director of Business Development, UK & Europe

- Executive Board Member with role to represent the company in the key UK, Ireland and European markets and manage market entry strategies for each of our core operating sectors of Sports Venues, Heritage, Travel (Air and Rail) and Fine Dining
- Responsible for management of all organic and new business development together with external and internal communications and PR
- Direct line management responsibility for commercial development of non-event day sales activity at major UK venues including Wembley Stadium and Pride Park Stadium
- Assisted in the establishment of UK Corporate Executive entity

Elior UK February 2006 – July 2007

€3.2bn Multinational Catering Contractor specialising in both Contract Catering and Concession Catering sectors

Group Sales Director, Specialist Markets(Commercial)

- Senior member of Specialist Markets board with strategic and tactical responsibility for delivery of new business targets for all concessions businesses in UK and Ireland. In particular, this centred around such varied sporting and heritage venues as the Tower of London and Ibrox Stadium. Responsibility for operating brands such as Digby Trout Restaurants, Paul, Illy and Azure.
- Responsible for organic sales growth across all UK venues through focussing on events and other non-matchday/raceday activity including brand identity, web strategy, sales planning and training

Compass Group - All Leisure 2004 – 2006

£196m Sports and Leisure Division of Compass Group with contracts ranging from Twickenham Stadium to Royal Albert Hall to Earls Court Olympia.

National Business Development Manager

- New business development responsibility for autonomous All Leisure division. Specifically, this entailed strategic operational and commercial planning for successful contract delivery at major new venues.
- Remit encompasses all divisional operating brands including Letheby and Christopher, Payne and Gunter, Milburns, Leith's and FMC.
- Management responsibility for telesales, sales co-ordination, bid collation, resource planning
- Secured £9.5m in new business across all sectors

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ARAMARK Limited 2001 – 2004

\$10.6bn, multinational managed food and support service provider.

Director, Parallel

- Parallel is the operating division of Aramark (UK) Ltd specialising in hotels, stadia, leisure and commercial restaurants (£17m turnover, 600 employees)
- Financial, business development and operational accountability reporting to Board Level
- Grew turnover from £8m to £17m in twelve month period, with a further £20m planned to open in following 18 mos after leaving.
- Nurtured relationships with key industry partners Roy Ackerman, Giorgio Locatelli, Brian Turner and Paul Rankin
- Project managed concurrent refurbishment programmes (project value £250k)
- Preparation and implementation of short and long term business development strategy including design and commissioning of all corporate identity collateral including logos, stationery, brochures and web strategy and content

Intrawest Corp (Whistler-Blackcomb Resort Ltd, Canada) 1996 – 2001

Intrawest is North America's largest and most innovative resort operator and real estate developer with Whistler, BC being renowned as the world's largest premier alpine resort with 2.1m visitors annually and the 2010 Olympic host.

General Manager

- Full financial, operational and strategic responsibility for Alpine Food & Beverage operations with fourteen separate trading outlets ranging from small snack operations to large volume outlets to fine dining restaurants
- Developed effective procedural and control systems for all operations
- Returned record contribution for F&B operations of over 40%+ and improved revenue per guest visit by 23% over three years
- Instigated formal appraisal and succession plan for senior management resulting in reduced staff turnover from 95% to 40%

Tricon Foodservice Consultants plc 1988 – 1996

Europe's leading independent management and design consultancy in the hotels, foodservice, leisure and hospitality sectors. Clients included CSFB, Citigroup, Bank of England, Express Newspapers, Tower of London, Royal Ascot and Tetley Tea (GB) Ltd.

Senior Management Consultant

Following successful undergraduate placement for 18 mos (1988-89) returned following graduation as project lead consultant managing variety of strategic management consultancy assignments including strategic review and development, business and financial planning activities, controls and systems implementation, contract tendering and procurement and conceptual development and brand/theme creation. Project lead responsibilities included new business development, client relationship and account management, time and resource allocation and monitoring, report compilation, formal presentation and team management.