

## PERSONAL PROFILE

With more than 31 years' experience in the event catering/event management sector coupled with extensive experience in large scale food manufacturing, as a Chef and, subsequently as Managing Director of 5 companies (some concurrently) I can offer an outstanding suite of industry expertise.

As a Chef, I worked with major names in the business as well as in high profile venues around the world. Having run large kitchens I can provide insight into operational, stock management and logistical issues, in addition to an understanding of how kitchens fit within broader commercial concerns.

Prior to my career in event catering & food manufacturing, I spent time working in hotels & restaurants around the world including 2 star Michelin in Germany, the QE2 Cruise Liner & 3 Hat restaurants in Sydney which adds to my broad industry expertise.

At present I design, develop, lease & manage my own suite of kitchens throughout Sydney which are leased to a variety of clients. I source premises on behalf of clients, negotiate lease/purchase terms, complete the design/plans, manage the build right through to occupation certification for commercial kitchens/cafes/restaurants/caterers, Chef training colleges/food manufacturers etc etc. In addition to this I hold my TAE 40110 allowing me to teach & assess.

## PROFESSIONAL SKILLS

Technical	Business Management
Kitchen Management	Identifying Industry Pain Points
Design, Build & Delivery of Food & Beverage Premises	Developing Innovative Solutions
Developing Innovative Menus	Building Financially Viable Businesses
Delivering Quality Dining Experiences	Business Development

## PROFESSIONAL QUALIFICATIONS

<b>Certificate IV in Training and Assessment (TAE40110)</b>	Advanced Sauce and Larder Cookery
<b>City &amp; Guilds Professional Cookery 706/1</b>	Advanced Fish Cookery
<b>City &amp; Guilds Professional Cookery 706/2</b>	Advanced Food Production and Kitchen Management
German National Culinary Team training	Advanced training at L'Ecole Cordon Bleu, Paris

## WORK HISTORY

<b>Director</b> <i>leaseakitchen.com</i>	2010 - present
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### RESPONSIBILITIES

#### **Develop, lease & manage commercial production kitchens/Consultancy Services/Hospitality Training**

- Consulting to various former competitors and new businesses on:
  - Event Catering
  - Event management
  - Food manufacturing
  - Food wholesaling
  - Food products distribution
- Staff training
- Setting up Systems & Procedures

- Designing and fitting out commercial kitchens for lease to:
  - Restaurants
  - Caterers and food manufacturers

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## Owner, Director

2000 - 2011

*Ascent Software Design Pty Ltd*

### ACHIEVEMENTS

- Started up IT business, developing software solutions to food service and events industry, including:
  - FACET (function & event management software)
  - Smartprep (kitchen management software, stock management, recipe cards)
  - Smartbev (beverage ordering and stock forecasting system for events)
  - Caslease (casual mall leasing software)
- Won business from more than 300 corporate clients, including:
  - Shopping centre groups
  - RSL Clubs
  - Bowling clubs
  - Caterers
  - Event managers
  - Hire companies
  - Hotels
  - Motels
- Sold business at profit in 2011

### RESPONSIBILITIES

#### Strategy and Development

- Developing organisational strategy, including:
  - Defining and articulating the organisation's vision
  - Ensuring the long-term financial viability of the organisation
  - Creating annual operating plans that support the strategic direction
- Financial management, including:
  - Overseeing annual budget development
  - Prudent management of organisation's resources
  - Ensuring appropriate accounting procedures are implemented
- Maximising organisational effectiveness, including:
  - Overseeing design, delivery and quality of services
  - Anticipating industry trends and developing new product offerings

#### Technical Management

- Development of industry-specific software products
- Developing performance specifications for all products
- Providing training to clients as part of client account management
- Business development, including:
  - Identifying key clients
  - Pitching the value proposition
  - Providing after-sales care and additional training

#### Business Development and Public Relations

- Serving as primary spokesperson for the organisation
- Providing responsive account management to key clients
- Oversight of external communications, branding and marketing

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## Executive Chef, Business Director

2009 - 2011

### *OMG! Fantastic Food*

#### ACHIEVEMENTS

- Started up new food products business making 'melt in the middle puddings' & dessert range, servicing:
  - Woolworths
  - Coles
  - Metcash
- Sold business at profit in 2011

#### RESPONSIBILITIES

##### **Kitchen Operations Management**

- Developing high quality customer offerings, including:
  - Creating new menus
  - Developing and working to exacting recipe standards
  - Managing food input costs
  - Coordinating kitchen and front of house operations
- Overseeing OHS and Food Safety regulatory compliance, including:
- Personnel management, including:
  - Supervision, leadership and performance management
  - Rostering
  - Training and mentoring

##### **Business Management**

- Developing the business, including:
  - Product development
  - Business development
- Oversight of distribution networks

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## Executive Chef, Director

2003 - 2010

### *Ascent Patisserie*

#### ACHIEVEMENTS

- Started up new quality, high-end, wholesale Patisserie business, selling to clients, such as:
  - 250 wholesale clients e.g. restaurants, cafes, caterers, hotels, clubs, food distributors
  - Harris Farm Markets
  - IGA stores nationally
- Trained apprentices and staff to support high-quality customer service
- Sold business at profit in 2010

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# Enda Hughes

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## Executive Chef, Director

2007 - 2010

### *Jimmy the Greek Dips*

#### ACHIEVEMENTS

- Took over a well-known but declining brand
- Developed customer accounts, with:
  - Coles
  - Harris Farm Markets
  - Delicatessens
  - Boutique grocers
- Turned around the business through:
  - Business development
  - Operating costs management
  - Brand management
  - Quality management
  - Teaching and training staff
- Sold business at profit in 2010

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## Executive Chef, Director

1999 - 2008

### *Forte Event Catering/Event Management Pty Ltd*

#### ACHIEVEMENTS

- Started up new corporate, venue and private catering and event management business
- Won multiple awards, including but not limited to:
  - **Corporate Caterer of the Year 2003**
  - **Wedding Caterer of the Year 2004**
  - **Corporate Caterer of the Year 2004**
  - **National Corporate Caterer of the Year 2004**
- Sold business at profit in 2008

#### RESPONSIBILITIES

- Operations Management
- Business Development
- Delivery of high quality catering services
- Teaching and training, for:
  - Apprentices
  - Kitchen hands
  - Cooks
  - Chefs
  - Front of house staff
  - Event management personnel

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**Sous Chef** 1997 - 1999

*Le Kiosk Restaurant, Shelly Beach, Manly*

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**Chef De Partie** 1996 - 1997

*Paul Merrony's Restaurant, Circular Quay, Sydney*

- Working in one of Sydney's top restaurants in the 90s
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**Chef De Partie, Queens Grill Restaurant** 1994 - 1996

*Queen Elizabeth II Cruise Liner*

- Working with Chefs Paul Bocuse, the Pourcel Brothers and French Master Chefs
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## SOFTWARE SKILLS

MYOB

FACET (Function and event management)

MS Office, including:

- Word
- Excel
- Outlook

Smartprep (Food costing, ordering, "mis en plas" )

Smartbev (Beverage ordering and management)

## REFERENCES

Available on request.