

## PROFILE

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I am a UK based Senior Commercial Executive with 20+ years proven track record in creating & delivering international business strategy across the food and property sector. I have worked across the US, Europe & The Middle East. I drive commercial success through fostering a highly collaborative team environment both internally and externally. I operate at Board level with particular expertise in senior relationship management and commercial negotiation for longevity and continued business growth.

I have enjoyed success in both corporate and Start-up businesses.

## MAJOR ACHIEVEMENTS

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- Building an award winning salon quality hair brand.
- Shedid & Parrish was identified by the DiT to represent the UK for International Growth in Dubai.
- Achieved an Executive MBA from Cranfield in 2018 whilst working full time
- Instrumental in delivering the International roll out of Time Out Market into 5 new territories across North America and securing a further 3 for the pipeline.
- Closed over 70 chef partner contracts during 18 months for Time Out Market, delivering over \$20m annual profits to the business
- Planned, Leased & Executed the food strategy for Westfield Europe, including the innovative Great Eastern Market in Stratford City.

## CAREER HISTORY

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### Trustee 2022 - Present

#### Ponds 2

- Working with the other trustees to develop the land asset ready for acquisition.

### Chair of the Board 2019 – Present

#### Cascades & Quayside Freehold Ltd

- Chairing the Board of Directors who manage the asset on behalf of the freeholders.
- Acquiring & managing the property agents hired to manage the asset.

### Shedid & Parrish 2021 – Present

#### Founder / CEO

- Founded a multi award winning salon hair range for curly & textured hair.
  - Speaker at events, schools & workplaces discussing inclusivity and the importance of hair understanding & appreciating all textures.

### J.P. Riverside Ltd, 2020 – Present

#### Founder

- Founded the consulting business to offer support and advice across 3 key areas;
  - Supporting restaurant groups requiring strategic advice and direction for their growth
  - Advising developers and asset managers to find the best food and leisure solution to fit the customer needs and business profitability budgets
  - Advising developers and operators in the specialist field of communal dining, foodhalls and streetfood.

### Pasta Remoli, 2020 – 2023

#### Executive Director

- Supported Pasta Remoli during Covid. Built up the business stability & structure, ready to take on the next phase of growth.

**TIME OUT MARKET LTD, 2016 - 2019**  
**Commercial Director / Acting COO**

- Negotiated Management Agreements for the International roll outs of Time Out Market, securing immediate return through license fees and minimum guarantees in excess of £1m per annum, whilst alleviating capex requirements
- Negotiated head lease agreements for the UK property rollout balancing best location with optimal future returns and limited liability
- Developed the commercial agreements, documents and blueprints to enable an efficient and coherent roll out strategy with adaptability across territories
- Identified and secured the operational functions, beverage suppliers and technology partners for the International roll outs
- Set the process and strategy to source and curate the specific Time Out Market tenant mix
- Secured brand sponsorship partners delivering \$2m cash injection
- Managed the planning, licensing and appeal processes for the London developments

**WESTFIELD EUROPE, 2008 - 2016**  
**Senior Food Leasing Manager**

- Managed a portfolio of £200m annual turnover across two iconic, flagship centres.
- Managed leasing and rent review agents and challenged operators to drive concept innovation, design integrity, quality construction and delivery.
- Curated and sourced world class, successful operators to be part of the food proposition.
- Built & maintained excellent brand relationships to deliver, exceptional offers, creative designs & exciting menus whilst ensuring both tenant & landlord identities are maintained
- Developed the food strategy for the new Milan (Italy) and Croydon Shopping centres.

**SELFRIDGES & CO, 2003 - 2008**  
**Food & Restaurants Planning Manager, 2007 - 2008**

- Lead and managed a £65m food & restaurants division
- Delivered £2m growth from Manchester Foodhall re-development
- Deputised for the Food & Restaurants director whenever necessary

**Food & Restaurants Concessions Manager, 2005 - 2007**  
**Senior Merchandiser Food, 2003 - 2005**

**COSTCO WHOLESALE LTD, 2000 - 2003**

- Merchandising & Buying specialty across Produce, Grocery & BWS, a £50m department.

**QUALIFICATIONS / EDUCATION**

- EMBA Cranfield University 2016 – 2018 particular focus in Entrepreneurship and Leadership
- 2015 GAP Partnership Negotiation course
- 2002 & 2003, Basic & Intermediate Food Hygiene Certificate
- 1999, BA Joint Honours French & Business 2:1, distinction in oral French, Keele University
- 1998, Masters in Business French, Poitiers University

**HOBBIES / INTERESTS / LANGUAGES**

- Travelling, learning new cultures and languages, French (Fluent), Italian (Conversational) Music, Dancing, Cooking, Cinema & Theatre