

IAIN WHITE-DUNCAN

1 Drake Road, Tavistock, DEVON. PL19 0AU

07834 677350

ianw.duncan@outlook.com

www.ianwdmarketing.com

PROFILE

Highly motivated and results-driven professional with the ability to execute marketing and new product development strategies in a fast-paced environment that maximise sales through strong planning and leadership skills. Action-oriented and customer focused with the ability to collaborate with individuals at all levels of an organisation.

EXPERIENCE

Dec 2015 - Current **Hospitality Business Consultant** **F&B Brand Strategy, Operations & Marketing**

Offering brand development and integrated marketing services to help brands launch, develop or grow in the UK or abroad including local and national restaurant groups.

Services offered:

- Brand and concept development, New format or brand extensions, International development and market entry.
- Food development and menu engineering, Pricing and commercial modelling, Competitor evaluations.
- Digital, Social and PR strategic planning and execution, Local marketing and event management, Integrated marketing campaign planning and activation.

Dec 2011 - Dec 2015 **Director of Sales & Marketing** **The ONE Group lifestyle hospitality**

The ONE Group is a global hospitality company that develops and operates upscale, high-energy restaurants and lounges and provides hospitality management services for hotels, casinos and other high-end venues both nationally and internationally. Based in New York with a London corporate office.

Key Responsibilities:

- Successfully brought to market STK London and Milan, Cucina Asellina, London, Radio Rooftop Bar, London and Milan, Hippodrome Casino, London, Heliot Steak House, London and Hospitality and Banqueting services at ME London and ME Milan hotels
- Responsible for setting the strategic social direction
- Oversaw food and drink programs
- Monitored daily operations, brand standards, online reputation management, progressive menu engineering, food styling and photography, creative design and production of all promotional materials, menus, brochures.

Key Achievements:

- Established and managed all Facebook, Twitter, Instagram and Linked In profiles for all the above venues.
- Built and managed websites for Radio London and Milan.
- Launched STK Milan
- Developed a New York street art graffiti cocktail promotion and BRGTivo food promotion
- Art directed brand and corporate promotional videos
- Produced and hosted a 3-stage Brand Workshop to help redefine STK London and build a three year business plan, brand tone of voice and brand documents
- Advance Covers for over 2015, 3 restaurants, 7,150, Value at average SPH £25, £178,750

Jan 2011 – Dec 2011 **Director of Sales & Marketing** **PAUL, French Bakery & Patisserie**

Key Responsibilities: *(Consultant)*

- Held responsibility for UK and international brand management, marketing, sales, product development, procurement and supply chain, with remit to reduce operating costs and turnaround underperforming shops
- Led the strategic review of the PAUL (UK) new store openings, (10) including New Street Sq, Piccadilly, Regent Street and More London.

Sep 2010 – Jan 2011	Head of Sales, Events & Marketing	Paramount Restaurant Group <i>(Consultant)</i>
Key Responsibilities:		
<ul style="list-style-type: none"> • Developed local marketing and PR plans to reverse declining sales on underperforming sites • Implemented refreshed brand identities and sales strategies across six brands including Chez Gerard, Livebait and Bertorelli restaurants in preparation for the restaurants (72) to be acquired by private equity • Created and delivered all communications across all channels and managed the customer database 		
Jul 2008 – Sep 2010	Director of Sales & Marketing	Spaghetti House Restaurants
Key Responsibilities:		
<ul style="list-style-type: none"> • Built a local marketing plan to include primary marketing activity, seasonal tentpoles, local business and resident integration, tour and travel advertising, partnerships and group menu prospecting • Managed and refreshed two of London's heritage restaurant groups with a family trading history of 55 years 		
Mar 2004 – Jul 2008	Senior Sales & Marketing Manager	Hard Rock Cafe, Europe
Key Responsibilities:		
<ul style="list-style-type: none"> • Acted as UK and European team leader for all synergistic sales and events programmes • Planned and executed a series of live music programmes, concerts and events • Directed market channels, including tour and travel, group sales, incentive and affinity • Oversaw creative execution across corporate and franchise units in UK and Europe • Worked closely with US corporate sales and marketing teams 		
Oct 2001 – Mar 2004	Sales & Marketing Manager	Tiger Tiger, Manchester
Oct 1998 - Oct 2001	General Manager	Alexander's Live, Chester
Oct 1995 - Oct 1998	General Manager	The Lamb Hotel, Nantwich
Oct 1991 - Oct 1995	Assistant General Manager	Holbeck Ghyll Hotel, Windermere

QUALIFICATIONS

- BA (Hons) Hospitality Business Management, Manchester Metropolitan University
- Chartered Management Institute Diploma, Management and Leadership
- BTEC National Diploma in Hospitality Management
- City and Guilds, Professional Cookery
- British Institute of Inn-keeping certificate
- Royal Institute of Public Health and Hygiene certificate

REFERENCES AVAILABLE ON REQUEST