

Russell William Brown

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Professional Profile

An independent hospitality professional, Michelin-starred chef, and creative consultant with over 20 years of hands-on experience in the West Country culinary sector.

Built a career rooted in small-business agility and food integrity, balancing independent restaurant ownership with strategic consultancy for regional pub groups and established national brands like Fuller's.

Brings a rare, multi-disciplinary skill set that bridges the gap between kitchen operations and brand identity—combining real-world commercial acumen (P&L management, menu engineering, and team mentorship) with professional food photography, videography, and creative content delivery.

Driven by a passion for modern, ingredients-led cooking and dedicated to helping quality-focused hospitality brands grow sustainably without losing their soul.

Core Capabilities & Value Indicators

- **Multi-Site Operational Oversight:** Proven capability to audit, standardise, and elevate culinary standards across multiple regional venues without sacrificing quality or margin.
- **Commercial Kitchen Strategy:** Deep expertise in end-to-end facility design, supplier negotiations, and implementing high-volume menu architecture.
- **Team Development & Mentorship:** A steady, experienced leader focused on training, building robust kitchen cultures, and reducing staff turnover.
- **Full-Spectrum Creative Content:** Self-sufficient in professional food photography, videography, and multi-channel campaign asset creation to boost venue visibility.

Professional Experience

Managing Director & Creative Consultant | Creative about Cuisine LTD | 2015 – Present

- **Strategic Advisory** Partner directly with independent pub group directors to steer long-term culinary strategy, evaluate operational efficiency, and guide brand identity.
- **Menu & Commercial Engineering:** Audit existing food operations across regional venues to develop menus that champion modern, seasonal ingredients while protecting gross profit margins.
- **Culinary Mentorship:** Act as a sounding board and mentor for onsite kitchen leaders, helping them build robust kitchen cultures, stabilise teams, and maintain consistency.
- **Media & Content Production:** Deliver a unique dual service by directly executing professional food photography, videography, and multi-channel marketing content to drive venue visibility.

- **Bespoke Project Management:** Consult on commercial kitchen infrastructure, compliance, and supplier sourcing for diverse operations, including local government catering facilities.
- **Brand Advocacy & Product Development:** Retained by national brands and luxury confectioners for high-end product formulation and international brand ambassadorship (e.g., Villeroy & Boch).
- **Published Work:** Authored and photographed the independent seasonal cookbook, *Well Seasoned*, published by Anima

Chef Proprietor | Sienna Restaurant, Dorchester | 2003 – 2015

- **Business Ownership & Financial Growth:** Founded and operated a highly successful, independent modern British restaurant, driving consistent year-on-year commercial growth over a 12-year tenure until the successful sale of the business.
- **Culinary Excellence:** Devised and executed an ingredients-led, seasonally changing menu that achieved and continuously retained **One Michelin Star** from 2010 until the restaurant's sale in 2015.
- **Commercial & Team Management:** Maintained strong gross profit margins and strict financial controls while managing a small kitchen brigade and overseeing everyday compliance, health and safety, and recruitment.
- **Brand Reputation:** Secured elite critical acclaim and consistent national media coverage, maintaining high-tier ratings in the *Hardens UK Restaurant Guide* (1 Star) and the *Which? Good Food Guide*.
- **Strategic Event Partnerships:** Capitalised on the restaurant's reputation to secure commercial sponsorships from premium international brands (including Bollinger and Villeroy & Boch) for landmark charity and promotional events, culminating in a long-term brand ambassadorship.

Early Career & Industry Contributions

Early Culinary Career (1998 – 2002)

- **Head Chef / Sous Chef** | The Horn of Plenty (Devon) & Yalbury Cottage Hotel (Dorset). Established a strong reputation in premium regional kitchens, focusing on seasonal menu execution and kitchen team management.

Professional Affiliations & Accolades

- **Fellowship:** Fellowship of the Master Chefs of Great Britain.
- **Industry Judging:** Invited industry judge for the Great Taste Awards, Hotelympia, and South West Chef of the Year.
- **Demonstrations & Media:** Guest chef and live demonstrator at premier national events including the BBC Good Food Show (NEC Birmingham), Exeter Festival of Food & Drink, and the Dorset Seafood Festival.
- **Charity & Community:** Organised and cooked for high-profile charity dinners supporting Hospitality Action and regional care facilities, leveraging brand sponsorships to raise vital funds.

Interests

- Fine wine, walking, landscape and wildlife photography, and reading.