

JAMES WINTER

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RESUME SUMMARY

Highly accomplished CMO and Head of Brand with 6+ years of experience working in the executive team of global hospitality brands. Proven track record of creating and executing brand and marketing strategies as well as product development and communications. Led key new business launches and several product releases.

PROFESSIONAL EXPERIENCE

Head of Brand & Creative Feb 2023 – Present

Wonderland Restaurants, London

A leading immersive restaurant group working both independently and under Warner Brothers IP licence agreement.

- Successfully rebranded key business unit showing significant quality feedback improvement.
- Developed and created new restaurant concept to launch in 2024.
- Implemented new brand protocols and guidelines to increase brand value and quality on site.
- Help create new marketing strategy and led digital marketing strategy to create data driven ROI content and enhance content quality. Social engagement increased 22%.

Chief Marketing Officer Jan 2018 – Jan 2023

Fat Duck Group, Bray, UK

A world leading restaurant group created by Heston Blumenthal OBE with sites in UK, UAE and Australia. Multiple brand partnerships and founder activities with marquee executions in retail as well as in the broadcast space.

- Created and executed the marketing strategy with numerous new marketing campaigns ranging from high value broadcast opportunities to new product partnerships and business development.
- Created new digital marketing strategy with new digital brand identity driven by high quality content creation and strategic management.
- Worked with executive team to explore new business opportunity including new restaurant launch in UAE.

Television Producer Nov 1992 – Dec 2017

Various

A leading TV Executive producer specialising in Food TV and Documentary, winning a BAFTA in 2005

- Helped rebrand BBC's Saturday Kitchen Live and relaunch to huge success seeing a 300% increase in viewer share. Created publishing and live event spin offs.
- Helped develop and then produce nearly 100 broadcast shows for BBC, ITV, C4 and others including BAFTA winning *School of Hard Knocks* for Channel 4 (2005).
- Produced over 1000 live broadcasts mainly for BBC One and ran all elements of the live broadcast gallery. Food, National events and charity programming (Children In Need)

EDUCATION

BSc in Economics June 1992
University of Nottingham

Haberdashers' Aske's School for Boys
1982-1989

SKILLS

- Marketing strategy
- Content Creation (Authored 2 books)
- Communications (Radio & podcast host)
- Creative Management
- Business development
- Brand strategy