



JULIE THAI

FOOD AND BEVERAGE CONSULTANT

French Cambodian Citizen, born in 1978,
permanent resident in Cambodia since 2002

PERSONAL PROFILE

Permanent resident in
Cambodia since 2002.
Freelance F&B consultant.

Between 1997-2000, I was
Operations Manager for Elior
Group, one of the top French
leading F&B multinational.

In 2002, I was recruited by
Pancam group for the opening of
Amanjaya-KWest hotel in
Phnom Penh. The first step to a
long journey in Cambodia,
which leads me to numerous
F&B businesses development.

These experiences gave me a
solid knowledge to master all
F&B key aspects as well as
Cambodian market needs and
new challenges.

EDUCATION

DAEFLE
Master Degree of English
Litterature & Civilization Paris
Language and Literature Bachelor
Degree

SKILLS

- Product research and development: comprehensive market analysis with over 15 years in Phnom Penh F&B industry
- Cost controller and budget manager: P&L analysis, cost control management process, productivity management, cost optimization
- Sales development and quality control
- Staff Relationship management and training supervisor

WORK EXPERIENCE

Business Development Consultant

- 2020 Devenco - Hospitality Project Feasibility Study
- 2019-2020 F&B Training Courses (Amanjaya, MAADS, etc)
: Service Skills Development - Hygiene and Safety - Food
Cost Control - Management Skills Development
- 2019 - Aloest Productions Fundraising : B2B meetings
planning - sponsorships package guidelines
- 2018 - Karem Ice-cream Development Strategy

Le Wok, T-Bone Steak House and Cabaret Owner, Founder, Managing Director

2007 - 2016

Le Wok - French Mediterranean and Asian cuisine - 50 seats

T-Bone - Steak House and in door butchery - 80 seats

Cabaret - Western cuisine and live music stage - 90 seats

- Restaurant concept and identity development
- Staff recruitment and training (80 staffs)
- Operations & administration supervision
- Marketing Strategy & sales development
- Guests Relation Development
- PR Event Coordinator (CCFC networking nights, Pasteur
Institute annual gala dinner, Elan fashion show, etc)
- Budget Management

LANGUAGES

French (native)
English
Spanish
Khmer (basics)

PROFESSIONAL & PERSONAL CHARACTERISTICS

- Innovative and creative
- Decision maker and solution provider
- Long term passion for culinary arts
- Double culture : ability to manage multicultural teams and international communities
- Organizational skills


INTERESTS AND SOURCE OF INSPIRATION

literature, trekking, architecture, culinary trends, oenology

CONTACT

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 /juliethai

WORK EXPERIENCE

Silk and Pepper, Founder and owner

2004 - 2007

- Cooperation with ADB for Cambodian silk revival program
- Market Research for silk home items for French, American and Japanese market
- Opening of two retail outlets
- Cambodian handicraft sourcing

Amanjaya - K-West, F&B Manager

2002-2004

- Pre-opening staff recruitment and training
- Daily operations management, cash flow process and costs management
- Marketing development
- Menu development and implementation

L'Empire des Thés, Paris 13e, Business Development Manager

2000 - 2002

- Concept Development : products research, market analysis
- Daily Operations Implementation
- Staff Recruitment and training
- Development of PR events and press release follow up

Elior Group, Pomme de Pain, Paris 8e and 14e Operations Manager

1997 - 2000

- Ensure compliance with all policies, standards and procedures
- Inventory control and annual P&L analysis
- Human Resource Management: planning, salaries registration, training
- Safety and hygiene rules compliance and training (HACCP)
- Sales development