

Brian Jones

25 Bridge House
18 St George Wharf
London SW8 2LP

brian1@hotmail.co.uk
07788 717381



An accomplished Architect /Design Manager with a track record of award winning results over 20 years in the hospitality retail and commercial sectors. A skilled analyst of the business needs, defining roles, setting objectives and delivering to high standards. Client focused; a competent communicator, experienced in leading project designs, co-ordinating teams and processes, and guiding international partners.

**Part of the team that brought unique dual *Coolbrand* and *Superbrand* recognition to wagamama.
Directly involved in establishing the wagamama brand in the USA.**

Architecture and Design Management:

- A Chartered Architect, the driver of original ideas in architectural and interior design, and methods of project management.
- A dynamic and rigorous approach to delivering industry leading solutions by matching operational and user needs; At ease working with entrepreneurs and commercial or public/institutional structures, from concept through to completion.
- Skilled at space planning and analysis, optimising functional use.
- A technical and professional competence in relevant legislation and regulations: CAD proficient.

Concept Design; Analysis and Brand Definition:

- Measured analysis of site criteria to establish a best fit solution, generating the detail needed for capital expenditure programmes.
- Remove unnecessary or poor value items by defining the key components.
- Writing and implementing the core design manuals, supported by standard specifications and details covering all aspects of project design, fit out and procedures.

Implementation:

- Organising the processes and systems needed for better managed projects.
- Communicating and sharing creative, realistic solutions;
- Setting the project goals; keeping the team on track and away from pursuing misguided objectives.
- Ensuring conformity and compliance.

Team building:

- Sourcing and developing loyal consultant and supplier/contractor teams in UK and internationally; building on strengths and making improvements where required.
- Motivational: bringing competitive drive and a sense of ownership to the team; seeking to improve service and product by getting the fundamentals right.

June 2003 to March 2009:

Director of Design and Construction ... wagamama limited

- Brought in by Ian Neill Chief Executive to define and consolidate the wagamama brand design and to expand the 15 mainly London based restaurants with a handful of overseas franchised sites, into a global brand, throughout the UK , internationally via franchises , and a company owned foothold in the USA.
- Initial feasibilities, agreeing budgets and programmes and delivery.
- Established a small internal team of project managers and support staff. Set up the required project administration systems; especially front end decision making.
- Wrote and communicated the brand design manuals; specifications and standards.
- Appointing, instructing and developing a team of external consultants and contractors.
- Developed the brand to remain at the forefront of the casual dining market; widely recognised and observed as a design leader in the market.
- Developed new concepts and variants to respond to market challenges.

1999 to 2003

Company Architect - Mogford Limited

- Defined and developed a new Italian restaurant brand.
- Architectural and interior management of a new boutique hotel.
- Remodelling and small projects of other restaurants and hotels in the group.

1997 to 1999

Brand Development Manager – Browns Restaurants - Bass Leisure Retail

- Tasked by Bass Leisure Retail to lead the design and construction team for Browns during the key transitional period of taking an entrepreneurial brand into a corporate structure.
- Protected what was key and flexing what could be adapted: nurturing the existing Bass professional teams in the ways of the brand.

1994 to 1997

Company Architect – Browns Restaurants Limited

- Helped take Jeremy Mogford's market leading brand into London and nationwide, culminating in the newsworthy sale of the company and brand to Bass Leisure Retail.

1989 to 1994

Architect and Director – Brian Jones Design Limited

- Formed a small architecture and interior design practice (at peak seven staff including admin) specialising in licensed premises; bespoke housing: commercial and healthcare projects.

Education and Qualifications:

Chartered Member of Royal Institute of British Architects
Registered with the Architects Registration Board UK

The Welsh School of Architecture – University of Wales - Cardiff

BArch with Distinction
BSc (Hons) in Architectural Studies 1st Class

Interests:

Keeping Fit; Travel - especially where cultural shifts are involved; Design Literature; Languages (near fluent French).