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*Jeffrey Parker*

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**CONSULTANT** – Culinary Resources, 1543 Double Tree Ln, Nashville, TN  
Design custom product menu/recipe development, marketing and sales campaign presentations, and corporate product training and catering and media support.  
`98 –2005 present

**CLIENTS**

**Archer Daniels Midland Co. (ADM) (2001 sales 20 billion USD \$) , Decatur, Illinois**  
**US Food & Agribusiness Exhibition, Havana, Cuba,** September 2002 Develop tradeshow food service presentation 50's Diner concept. Design and prepare three culinary product receptions for leading Cuban government officials. Present a soy food demonstration-sampling for Cuban Culinary Institute professors and press.  
**CulinArt Exhibition, Newark, NJ March 2002,** New product introduction for university food service program. Menu – recipe development.  
**I.F.T. Conference, Los Angeles, CA – July 2002** Develop a complete line of retail/food service frozen soy food entrees for press release-sampling.  
**US Healthcare Expo.-** January 2000, Havana, Cuba. Logistical organization for a trade show and luncheon attended by leading government officials (Ministry of Education, Ministry of Agriculture, Ministry of Trade, etc.).(2500 attendees)  
**NRA Chicago,** - May 2000 and 2001, Chicago, Illinois. Logistical organization for product demonstration during the National Restaurant Association trade show.  
**Corporate and Press Luncheon,-**November 2000, Decatur,IL. Developed menus and recipes- organized production and service for corporate executives and press.  
**INTSOY Conference,-**July 2001, Champaign, Illinois. Guest lecturer at the “Soy Foods of the Future” conference hosted by National Soybean Board and ADM. Prepared complete soy food dinner for attendees.  
**ADM Stockholder Luncheon,-** November 2001- to present Decatur, IL. Developed menus and recipes and organized off-premise production and buffet-banquet service for 800 guests. Wrote service manual and directed 20 person service staff.

**Shop at Home TV. – Nashville, TN (Scripps-Media Company, Knoxville, TN)**  
November 2002 – to present – *Live television chef personality*  
Design presentations for various cooking products in a sales support format.  
Develop recipes and internet content for customers. In house training seminars  
Chef Signature cookware representative and chef demonstration specialist.  
Additional companies: Cuisinart, Villaware, Elite Cuisine, Delonghi, and Aroma.

**Home Shopping Network 1.8 billion USD\$ in sales, St. Petersburg, Florida**  
**Copper Advantage cookware presentations** – (January 2002 – August 2002)  
**Ultrex – Venya cookware presentations-**(November 2000 – December 2001)  
Appeared in six 30 minute live TV shows each month, demonstrated recipe applications. Developed recipes for web applications trained HSN staff.

## **CLIENTS (continued)**

### **Yves Cuisine (Retail consumer soy foods), Vancouver, Canada**

**Seasons Celebration**, TVFN. October 2001. Wrote and co-produced cooking segment for Yves Cuisine media promotion. Seasons Greetings-Food Network Heart Healthy Cooking Seminar- January 2002, Orlando, FL. Developed recipes for custom cooking class in cardiology rehab patient facility.

### **Bongrain Cheese (BCUSA) (2000 sales 3.8 billion Euros), New Holland, Pennsylvania**

**Contract Consumer Services** – June 2000, Developed menus and recipes for monthly press releases, marketing campaigns, newsletters and recipe contest.

**Book and the Cook** – November 2000, Philadelphia, Pennsylvania. Organized product presentation and sampling for 100 guests.

**D.C. Wine Festival** – March 2001, Washington, D.C. Logistical organization for two day event - 1000 attendees. Consumer-chef demonstration and sampling for 125 attendees. Local media promotion.

**ATI (American Taste Institute)** - October 2001, Chicago, Illinois. Logistical organization for 250 attendees.

**ATI Las Vegas-** November 2001, Las Vegas, Nevada. Product production and shipment for 250 attendees

**ATI Los Angeles-** December 2001, Los Angeles, California. Product production and shipment for 250 attendees.

### **Williams-Sonoma, South Portland, Maine. 2000 to 2003**

Chef Product Marketing Specialist: Design and develop various product recipe application for in-store culinary demonstrations and samplings.

### **The Foodhunter** – April 1997 to present, Paris, France

Sourcing European agribusiness products for export to America.

Consulted on pre-production and recipe development for televised cooking series.

### **Carnation Co. (a division of Nestle US, 2000 sales 8 billion USD\$) 1989, Los Angeles,**

Developed recipes and organized consumer sampling -presentations for Contadina Pasta and Sauces throughout New England region.

### **Miwon Inc. -** September 1990 to March 1991, Hackensack, New Jersey

Coordinated with senior product import staff, organized sales and distribution for a multi-unit restaurant chains and opened various New England distribution networks.

## **EMPLOYMENT HISTORY**

***EXECUTIVE CHEF/HOST*** - QVC, Comcast Co. Westchester, Pennsylvania  
Performed as on-air chef for live studio and location broadcasts. Created festival theme shows for national "Local Flavors" Cooking Show Tour. Selected and developed products and recipes for broadcasts, website, consumer video library and affiliate marketing campaigns. Developed technical culinary training for on-air hosts. Various radio-media promotions and keynote speaker presentations. Contracted: `98 –2000

***EXECUTIVE CHEF/PARTNER*** - The Bradley Inn, New Harbor, Maine  
Managed daily F&B operations. Implemented staff policy, training and menu/wine guides. Facility improvements and equipment purchasing. Achieved four star rating. Doubled sales and cut food cost 8 percent. Media marketing. `93-`97

***EXECUTIVE CHEF/PARTNER*** - Slice of Life Restaurant and Bakery, Nashville, TN  
Hired, trained and scheduled kitchen and service staff. Facility improvements. Increased check average by 35 percent and doubled dinner sales. Media marketing. `89 - `93  
September 1989 to April 1993

***ACCOUNT EXECUTIVE*** – Carnation Co.(Nestle), Los Angeles, CA  
Test market New England Region -sales and marketing of “Premier Touch” dehydrated sauces and stocks for the food service industry. Lead to consultation/support of retail line launch with Executive Chef Roberto Gerometta. `89 -`90

***FOOD SERVICE DIRECTOR*** – Mayfair Supermarkets, Elizabeth, New Jersey  
Oversaw the opening and outfitting of six units, my responsibilities included: recruiting and training staff, establishing sanitation and customer service guidelines, creating purchasing specifications. New product line development and cross-merchandising. Increased deli sales by 45% within first year of opening. `87 -`89

## ***EDUCATION/DISTINCTIONS***

**CULINARY INSTITUTE OF AMERICA, Hyde Park, NY**

**A.O.S. Culinary Arts, Honor Graduate May `80**

UMR, Rockland, ME. Business Management `83/84

**QVC Media Issues Training, Richard Valeriani, NBC News, `98**

Maine Lobster competition chef finalist. MLPC, Bangor, Me `97

Bradley Inn, Cooking Classes with R. Fessaguet/ media promos. `93/`96

Slice of Life, Nashville, TN. Cooking Show Segments, (CBS,TNN) `90/`92

Culinary Olympics`84, Euro-culinary tour `84`92`97`99