

# Anna Sulan Masing

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## PROFILE

I am an academic, an editor and journalist, working predominantly on a freelance basis. I have balanced this with various projects including working with small businesses around brand development, and have started various successful creative initiatives. I have a doctorate exploring identity through storytelling and food. I am a divergent thinker and my strengths are in attention to detail, research, analysis, and building relationships.

I am currently writing a book, which will be published by Weidenfeld & Nicolson in 2024 that looks at the East and SE Asian experience and identity in Britain. My podcast Taste of Place, produced by Whetstone Radio Collective and released on 22 September 2022, explores the trade route of pepper past and present.

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## JOURNALISM

### Freelance

*January 2015 – current*

*Publications include:* Eater London, Resy London, Caffeine magazine, Gal-Dem, Mr Porter, Sandwich magazine, YES & NO, Waitrose, Whetstone, Pit Magazine, CN Traveller, Vittles'

*Panellist & Key Note Speaking:* Arktisk Mat 2021, WGSN Trends Day (Sept 2019) 'The Future of Food': CODE Hospitality 'Racism in the Industry' Eater London 'The Importance of Diversity: WTM: panellist 'Luxury travel in 2019: how to stay relevant', Stylus: Future Thinking podcast, Stylus: Trends Summit 'future of food & drink'

*Consulting & research including:* Blue Door, Canvas8, Sir Kensington / TOC

*Freelance Editing positions:* LOVEfood, LOVEexplore

### CHEESE, the magazine of culture | Founder & EIC

*Launched May 2021*

A magazine all about cheese. It looks at the people, place and cultures that make cheese such a special thing. Founded by myself and Holly Catford (Pit Magazine, History Today & Eye Magazine), Jean-Baptiste Beroud (Restaurant GM & French cheese nerd), and Apoorva Sripathi (food anthropologist & writer). Issue three was launched August 2022.

### SOURCED | Founder & EIC

*Launched July 2020*

A public research project aimed at developing lines of inquiry into our relationships with food and drink, founded with fellow academic and journalist Chloe-Rose Crabtree we write, commission and publish accessible research and article from a global perspective.

### Stylus | Head of Food & Beverage and Hospitality & Travel

*February 2018 – January 2019*

*Global trends forecasting media company*

*(Maternity cover)*

Senior editorial role. Managing editors in London and New York office, plus a team of internationally based freelancers. Commissioning and developing content for a global audience which includes

agencies, hotel brands and design companies. Content driven by understanding consumer attitudes and lifestyles, with an eye on luxury and how trends can trickle down to a wider consumer base.

**The Times & The Sunday Times online | Sub-editor**

2006 – 2009

Worked across all departments.

**STRATEGY AND MANAGEMENT**

**A+F Creative | Creative Consultant**

January 2016 - current

Developing brand, marketing and PR strategy, predominantly within the hospitality industry. This has included launching new London ventures, developing chef Elizabeth Haigh's brand Kaizen House & Mei Mei; working with the *Estonia Tourism Board* to develop events in Paris, Shanghai and Tokyo on the country's food and restaurant scene; curating European symposium *SAUCE Forum*.

**Aqua Restaurant Group | Communications Manager**

March 2016 – December 2016

*International Restaurant Group*

(contract)

Responsible for the communications for the four London based restaurants, including writing blogs and newsletters, managing communication and social media strategy, and reporting on communication campaigns, reviews and business effect.

**Herbert Smith Freehills LLP | Global Alumni Executive**

November 2006 – March 2016

*Global corporate law firm, spanning over 18 countries and 24 offices.*

I joined the firm to start the Alumni project, one of the first corporate alumni networks in the UK. The Alumni team were a globally external-facing team, and had to be mindful of regional cultural differences. During my time I was consistently promoted, until the final position of Global Exec.

- *Brand development:* Alumni were seen as Brand Ambassadors and were current or future clients. I developed and implemented events and communications strategy (online, social media, and print media) to enhance the firm's brand.
- *Project management:* Project manager for a new software platform implementation which was a sophisticated database and dynamic website to sync across three databases/CRMs. This included researching global providers, writing the Request for Proposal, managing the re-branding process, being the key contact for the provider. Managed the team's annual budget.
- *Relationship building:* I liaised with BD and HR teams across the firm to ensure growth and development in the alumni community that was aligned with the firm's strategic business goals. I developed strategy to increase engagement from the network, through analysis of the alumni community. I developed relationships with external providers and was asked to speak at international conferences and on expert panels regarding building meaningful networks.

**PAST PROJECTS**

**Voices At The Table | Founder & Host**

Launched April 2016

Event series and podcast of readings around food; bringing together an eclectic mix of voices across the literary, performance and food worlds. It was shortlisted for the Fortnum & Mason's Food and Drink Awards 2020.

**Black Book | Founder***Launched June 2020 – May 2021*

Along with chef Zoe Adjonyoh and communications specialist Frankie Reddin we launched a platform to showcase and support the talent of Black and Non-white people in the food world globally. This encompasses organising panel discussions, online events, publishing newsletters and creating community.

**TMRW project | Founder***November 2014 – December 2018*

Focusing on the hospitality industry to support, develop and grow talent in this sector; involving culinary events, panel discussions, and developing support networks, working with industry leaders.

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**EDUCATION**

Doctor of Philosophy, London Metropolitan University

2009 – 2013

Bachelor of Arts, London Metropolitan University

2001 – 2004