

Anna Sulan Masing

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PROFILE

I am a freelance academic, editor and journalist; I have balanced this with various strategy projects including working with organisations and individuals around developing clear brand narratives, communication strategy and market research. I have successful creative passion projects, including Cheese magazine, and Sourced: a publication about our global food and drink systems.

Across my career I have developed and managed a number of events, hosted symposiums and spoken at conferences. I am a natural project manager, with the ability and experience in managing budgets and complex timelines, with a variety of stakeholders.

I am a divergent thinker and my strengths are in collaborative working, research and analysis. My doctorate explored identity and migration through storytelling practices. I am in the final editing stages of my debut book, to be published by Weidenfeld & Nicolson.

JOURNALISM

Freelance

January 2015 – current

Writing & Editing include: Eater London, Resy London, Caffeine magazine, Gal-Dem, Mr Porter, Sandwich magazine, Guardian, Waitrose, Whetstone, CNN, Vittles', BBC World Table, LOVEFood

Panellist & Key Note Speaking include: WGSN Trends Day (Sept 2019) 'The Future of Food'; Eater London Talks 'The Importance of Diversity'; Arktisk Mat (2021); Concave Summit host (2022); Oxford Real Food Farming (2023); BBC Today programme (2023); BBC TV News (2023); TCO London 'Beyond Green Washing: the future of sustainable marketing' (2023); BCB (2023) 'The importance of heritage: call your flavours.'

Consulting & Research include: Blue Door, Canvas8, Sir Kensington / TOC

Podcast, Writer & Host: Taste of Place | produced by Whetstone Radio Collective

Stylus | Head of Food & Beverage and Hospitality & Travel

February 2018 – January 2019

Global trends forecasting media company

(Maternity cover)

Senior management, 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.

PROJECTS

Beanfest at Woolwich Works | Guest curator

April 2024 – July 2024

A new food festival will be launched this summer, in commemoration of the 251st anniversary of the original Beanfest. I have been asked to curate the event, which will include finding guest panellists, workshop leaders, headliner acts and build a narrative for the event.

The history of umami and the relationship with msg in the UK | Researcher

Jan 2024 – Oct 2024

Taking up approx. two-days a week, and funded by a research grant from European Committee for Umami, this is a multidisciplinary research project that will look at the cultural food history of ESEA communities in Britain, through the lens of the ingredient of msg and the understanding of the umami flavour. Through investigating cultural landscapes we can understand how narratives develop, how racism is allowed to be perpetrated, showcase less heard stories, and conduct original research. This project will look at colonial history, immigration, memory, and community and collectiveness.

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).

SOURCED Journeys | 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 articles from a global perspective. The year is divided into seasons, focusing on one ingredient each season.

We have run a number of events focused on our seasons – from panel discussions, workshops, dinners, talks. Collaborating with various organisations including: Wellcome Collection, E5 Bakehouse, ReLondon FoodWave campaign, Soho House, National Gallery.

Voices At The Table | Founder & Host

Launched April 2016

A literary salon series that brings together an eclectic mix of voices across the literary, performance and food worlds for evenings that incorporate food, drink and readings that explore the breadth of what food can mean. Performers have included writer and restaurant critic Jimi Famurea, actors Katie Leung and Abubaker Salim, poets Yomi Sola, Shagufta K Iqbal, novelist Meghan Nolan, food writer Elizabeth Luard, chef Jackson Boxer and comedian Nigel Ng. Our first season became a podcast which was shortlisted for the Fortnum & Mason's Food and Drink Awards 2020.

The TMRW Project

September 2014 – December 2017

A project to support and encourage young people in the UK hospitality industry. We organised panel discussions; hosted supper clubs for young chefs all over the country where they could be mentored before cooking for a sold out event; and facilitated front of house internships, where two contrasting restaurants exchanged team members so that practical learning could happen.

We created a [YouTube channel](#) to document this project.

STRATEGY AND MANAGEMENT

A+F Creative | Founder & Creative Consultant

January 2016 – October 2023

Developing brand identity, and marketing and comms strategy. This has included developing chef Akwasi Brenya-Mensa and his brand Tatale; re-branding existing brands like Dangerous Don a mezcal brand; working with the *Estonia Tourism Board* to develop events in Paris, Shanghai and Tokyo on the country's food and restaurant scene; consulting on start-ups such as REKKI and DELLI.

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; this was ultimately a communications role, developing various avenues to build lasting relationships. 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.

EDUCATION

Doctor of Philosophy, London Metropolitan University

2009 – 2013

Bachelor of Arts, London Metropolitan University

2001 – 2004