

# Anna Sulan Masing

annamasing@gmail.com | 07766 547169 | [www.annamasing.com](http://www.annamasing.com)

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## PROFILE

I am an academic and journalist, working predominantly on a freelance basis for over five years within food and drinks. 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 research, analysis, and building relationships.

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## JOURNALISM

### Freelance

*January 2015 – current*

*Regular contributor:* Eater London, Resy London, Caffeine magazine

*Other publications include:* Gal-Dem, Mr Porter, Sandwich magazine, SUPPER magazine, Waitrose, Whetstone, Pit Magazine, CN Traveller, Vittles'

*Panellist & Key Note Speaking:* 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

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

*Launched May 2021*

A tri-yearly magazine that is 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); the inaugural issue featured Rachel Roddy, Melissa Cole, Melissa Thompson, Emma Hughes and illustrators Paul Davis, Oliva Waller and photographers Robert Billington & Patricia Niven

### 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.

## 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.

## 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.

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## **EDUCATION**

Doctor of Philosophy, London Metropolitan University	2009 – 2013
Bachelor of Arts, London Metropolitan University	2001 – 2004