

# Brian Sill

## Curriculum Vitae



### CAREER HISTORY

President and Co-Founder, **Deterministics Management Technologies, Inc.** Kirkland, Wa, 1988 to Present

President, **Brian Sill Associates**, Seattle, WA

Director of Operations, **Robert Barrie & Partners**, Washington, DC

Senior Associate, **Cini – Little International**, Washington, DC

All restaurant positions up to restaurant chef and general manager

### PERSONAL PROFILE

Brian Sill is the president and co-founder in charge of Restaurant Operations Engineering for Deterministics. He is a pioneer in a field he likes to call Foodservice Industrial Design. His throughput engineering, labor management and facility design services have improved the performance of over one hundred restaurant chains over the past twenty years. Brian's approach involves a process orientation with a guest first focus covering guest ergonomics, worker ergonomics, production and facilities design, service delivery design and staffing deployment systems. The real-world application of his work, called *Throughput Capacity Management*, has been published numerous times in **The Cornell Quarterly** and is actively used by restaurant chains and taught in universities around the world.

Prior to starting his own practice, Brian worked for six years with world-class kitchen design and foodservice industrial engineering firms. A business graduate of the University of Washington, he has eleven years of hands-on experience as a chef and restaurant manager.

Brian is an award-winning author who has published over thirty articles on *Throughput Capacity Management* techniques in industry and academic trade journals. He speaks frequently in his area of expertise at industry events and is recognized as a leading authority on labor management systems for the foodservice industry. In 1997 he was awarded the Doctorate of Foodservices by the North American Association of Food Equipment Manufacturers (NAFEM). He is a past president of the worldwide board of directors of the Foodservice Consultants Society International (FCSI).

## **PRESENTATIONS**

**Ensuring Back-of-House Efficiency, Ergonomics & Throughput; Multi-Unit Foodservice Equipment Symposium for Fast Growing Chains, Chicago Illinois, May 2007**

**Smooth Operator: Throughput Engineering for Pub Restaurants; Future of Pub Retailing Conference, London England, May 2007**

**Throughput Capacity Management: Managing Better Systems Efficiency and Delivering Quality; 2005 Eating Out Conference, London, England**

**Introduction to Throughput Capacity Management; Ecole Hoteliere de Lausanne, Lausanne, Switzerland February 2005**

**Introduction to Throughput Capacity Management; Staverton, England February 2005**

**Optimizing Restaurant Operations; Ecole Hoteliere de Lausanne, Lausanne, Switzerland September 2004**

**Optimizing Restaurant Operations; Micros Corporation Council of Advisors, Baltimore, MD May 2004**

**Kitchen Throughput Engineering, Invitation Only - 2004 Multiunit Foodservice Equipment Symposium (MUFES); Napa, CA February 2004**

**Restaurant Industrial Design – Tailoring the design of facility, equipment and process around the people chartered with executing the restaurant brand vision., Multi-Unit Architects, Engineers & Construction Officers (MAECO) NRA Executive Study Group, Park City, UT September 2002**

**Fine Tuning Your Cookline For Throughput, Invitation Only – 2002 Multiunit Foodservice Equipment Symposium (MUFES), Park City, UT September 2002**

**Making It All Work: Foolproof Ways To Improve Productivity and Profits, National Restaurant Association Show; Chicago May 2002**

**Planning A Sustainable Kitchen, Foodservice Consultants Society International Annual Conference; Washington DC October 2000**

**Taking The Shrink Out of Labor: Reducing Costs and Improving Employee**

**Utilization, Multi-Unit Foodservice Operators Conference (MUFSO); Atlanta  
September 2000**

**Throughput Capacity Management: Engineering The Balance Between  
Customer Satisfaction, Employee Satisfaction and Company Profit,  
National Restaurant Association Show; Chicago May 2000**

**Helping Identify Brand Standards, Women's Foodservice Forum; Orlando  
March 2000**

**Throughput Capacity Management: Engineering the Balance Between  
Customer Satisfaction, Employee Satisfaction and Company Profit,  
University of San Francisco Hospitality Symposium; San Francisco March  
2000**

**If You Can't Measure It, You Can't Manage It: Restaurant Operations  
Engineering and Information Technology, Multi-Unit Restaurant  
Technology Conference; Orlando April 1997**

**The Role of Operation Engineering in the Chain Restaurant Industry,  
Cornell University Hotel School ; Ithaca March 1996**

**Restaurant Operations Design: Time, Timing and Balance, National  
Restaurant Association Show; Chicago May 1995**

**Introduction to Capacity Management Strategies, National Restaurant  
Association Show; Chicago May 1992**

**Balancing the Design and Management of Foodservice Facilities,  
Foodservice Consultants Society International Annual Conference;  
Phoenix, October 1992**

**Innovations in Kitchen Productivity Analysis, Center-of-Plate Conference;  
Chicago 1991**

**Consultants and Operators Forum, Pacific Northwest Restaurant Show;  
Portland April 1991**

**An Inside Look at the Restaurant Business in the Pacific Northwest ,  
Serious Money Show KCTS Channel 9, Seattle March 1991**

**Emerging Technologies: Management Applications for the Restaurant  
Industry, National Restaurant Association Show; Chicago May 1989**

**Menu Item Labor Analysis: A Model for Menu Planning, International Forum  
of Hotel Food & Beverage Executives; Las Vegas March 1988**

**Management Systems Ensure the Quality of Profits, Club Managers Association of America ; Seattle March 1987**

**The New Demographics and How To Use Them For Profit, Ohio State Restaurant Association; Cleveland, Columbus , Canton , Akron January 1981**

## **PUBLICATIONS**

***Pubs and the Appliance of Science, The M&C Report July 2007***

***The Evolution of Capacity Management in the Restaurant Industry, The Consultant Fourth Quarter 2007***

***The Service Conundrum in British Restaurants, Caterer and Hotelkeeper online version under Caterersearch.com April 2007***

***The 10 Golden Rules of Service Delivery, The M&C Report, London, March 2007***

***Re-Engineering Brand Delivery, FoodService Europe & Middle East December 2004***

***10 Commandments of Service Design, The Consultant, Second Quarter 2004***

***Don't Overpromise & Underdeliver, Restaurant Hospitality, August 2004  
Ten commandments of service will spare you from sins of overpromising, underdelivering, Nation's Restaurant News, April 2004***

***Brand Metric Management: Tracking Operations Minute-By-Minute, The Consultant, Third Quarter 2002***

***Brand Metrics Can Help Restaurant Service Measure Up To Customer Expectations, Nation's Restaurant News, May 2002***

***Capacity Management: Engineering the Balance Between Customer Satisfaction, Employee Satisfaction and Company Profit, The Consultant, 2<sup>nd</sup> Quarter 2000***

***The Bottom Line On Service Quality: How To Design A Consistent Experience, Nation's Restaurant News, July 1999***

***Applying Capacity Management Science: The Case of Browns Restaurants,***  
The Cornell Quarterly, June 1999

***Winning the Labor Management Game,*** Restaurant Technology Update,  
Fall 1997

***Operations Engineering: Improving Multi-Unit Operations,*** The Cornell  
Quarterly, June 1994

***Capacity Management Strategies: Balancing the Design and Management  
of Foodservice Facilities,*** The Consultant, 4<sup>th</sup> Quarter 1992

***Capacity Management: Making Your Service Delivery More Productive,*** The  
Cornell Quarterly, February 1991

***Foodservice Management in the Information Era: What's Possible in  
Kitchen Operations Engineering,*** NAU Arizona Hospitality Trends, August  
1990 ***Capacity Management,*** Restaurant Business, May 1990

***Future Computer Applications,*** Restaurant Business, June 1989

***In the Age of Computer Technology, Information Is The Competitive Edge,***  
Nation's Restaurant News, May 1989

***Measuring Labor Cost By Menu Item,*** Restaurant Business, September  
1988

***The Trick To Coordinating Tables and Times,*** Restaurant Business,  
November 1987

***How To Improve Productivity and Measure The Results,*** Restaurant  
Business, May 1987

***A Formula For Forecasting,*** Restaurant Business, April 1987  
***Systems Analysis Is The Key To Increasing Productivity,*** Nation's  
Restaurant News, February 1987

***Take Aim At Labor Cost,*** Club Management, February 1985

***Productivity, A Case For Quality-Based Profit Improvement,*** Lodging  
Hospitality, September 1983

***Marketing the Restaurant Personality,*** Restaurant Business, June 1982

***Marketing Is For Clubs Too,*** Club Management, July 1982

***Positioning: Crucial Marketing Tool***, Restaurant Business, July 1980

***Building Personality In A Restaurant***, Restaurant Business, June 1980

***Restaurant Merchandising for the Independent Operator***, The Cornell Quarterly, May 1980 (Spanish translation reprinted in Restaurants & Hoteles, Febrero 1982)

## **PRESS PUBLICATIONS**

***French Evolution – By Janice Cha Foodservice Equipment Reports The results of our Throughput Capacity Assessment of la Madeleine’s new prototype is featured. April 2007***

***Forecasting Change: A new software program promises to transform the way restaurants forecast and schedule labor, by Quinn Bowman, QSR, February 2007***

***If Tesco Was A Pub***, Morning Advertiser, June 23, 2005

***Consumer & Operator Restaurant Dining & Service Report***, Nation’s Restaurant News, White paper commissioned by American Express. May 9, 2005

***Analyse This - Can Consultants Make Your Business Boom?*** Cover story of Restaurant Magazine UK ; March 10, 2004

***Fine-Tuning For Better Ops Capacity***, Foodservice Equipment Reports, Janice Cha, Editor , April 2003

***Conference Review of Multi-Unit Foodservice Equipment Symposium (MUFES)***, Foodservice Equipment Reports; Brian Ward, Editor-In-Chief, November 2002

***Energy Efficiency***, QSR Magazine; Fred Burger, Contributing Editor, September 2001

***Welcome to Throughput Capacity Management (TCM)***, Foodservice Equipment Reports; Emily Pacifico, Contributing Editor, February 2001  
***Cover Story - Metromedia Restaurant Group***, Chain Leader, November 2000

***MUFSSO WRAP-UP: Shrink Out of Labor Panel Looks At Relationship Between Workers, Diners, Nation's Restaurant News, Jack Hayes, October 2000***

***Profiles in Design: Reinventing the Steakhouse Experience, Nation's Restaurant News, December 1999***

***Raising the 'Steaks' In The Millennium: Better Technology Is A Virtual Reality, Nation's Restaurant News, December 1999***

***A Few Guidelines for Watching Your Wait, Store Equipment & Design, January 1996***

## **BOOK CONTRIBUTIONS**

**Hospitality Information Technology, G.R. Collins, Kendall/Hunt Publishing, Dubuque Iowa , January 1992**

**The Restaurant Owner's Handbook, C.A. Drewes, Posh Publishing, Albuquerque New Mexico, January 1988**

**Strategic Marketing Planning in the Hospitality Industry, R.L. Blomstrom, Educational Institute of the AH&MA, East Lansing Michigan , January 1983**

## **ACHIEVEMENTS & AWARDS**

**2006 COUNCIL OF FELLOWS INDUCTEE – the Foodservice Consultants Society International's highest honor awarded to Brian Sill in Edinburgh Scotland for his meritorious service and leadership.**

**2004 T.G.I. FRIDAY'S OPERATIONS SUPPLIER OF THE YEAR  
Presented to Brian Sill and Paul Malmo at the T.G.I. Friday's Global Leadership Conference on Paradise Island, The Bahamas**

**2000 AWARD FOR EXCELLENCE IN MANAGEMENT ADVISORY SERVICES  
Presented to Brian Sill by Foodservice Consultants Society International for:**

***Ponderosa Steakhouses Prototype Development***

**2000 AWARD FOR BEST ARTICLE OF THE YEAR  
Presented to Brian Sill by Foodservice Consultants Society International for:**

***Capacity Management: Engineering the Balance Between Customer Satisfaction, Employee Satisfaction and Company Profit***

**1997 DOCTORATE OF FOODSERVICES**

**Presented to Brian Sill by North America Food Equipment Manufacturers (NAFEM)**

**1996-1997 PRESIDENT - FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL (FCSI)**

**1992-1998 MEMBER, BOARD OF DIRECTORS - FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL (FCSI)**

**1991 AWARD FOR BEST ARTICLE OF THE YEAR**

**Presented to Brian Sill by Foodservice Consultants Society International for:**

***Capacity Management: Making Your Service Delivery More Productive***

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