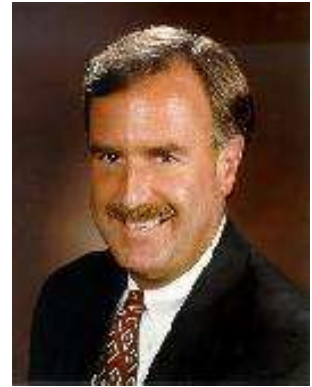


Brian Sill

Curriculum Vitae



CAREER HISTORY

President and Co-Founder, **Deterministics, Inc.** Kirkland, Wa,
1988 to Present brians@deterministics.com
www.deterministics.com

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-five 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 labor management systems. The real-world application of his work, called *Throughput Capacity Management*, has been published numerous times in **The Consultant** and **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-five 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

Capacity Management: maximizing sales and efficiency in chain restaurants; Restaurant Finance Directors Forum, London, October 2010

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 (MUFSSO); 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

The Evolution of Capacity Management in the United Kingdom, The Consultant, May 2011

Managing Capacity Properly, The Peach Report, January 2011

Management and Leadership- the Principles of Capacity Management (pps 28 – 29) Hospitality Handbook published by the UK National Skills Academy for Hospitality incorporates Deterministics capacity management methodologies. Companies can sign up for an all day seminar on Capacity Management taught by Academy lecturers. October 2010

Labouring the Point – Deterministics and T.G.I. Friday's UK have adopted a scientific approach to labour in the kitchen, The M&C Report May 2009

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, 2nd 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, 4th 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

MUFSO 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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