**James Quek**

**F&B Expert**

James has more than 30 years of food & beverage industry experience managing regional brands with operations in 20 countries. Operations included multiple different formats/concepts including, western casual, bakery, café, as well as fine and casual Chinese and Japanese restaurants.

Most recently, James has been COO of Crystal Jade, a Singapore-based Chinese culinary group that owns and operates over 100 outlets across 25 major cities within Asia Pacific and the United States. Prior to Crystal Jade, James was CEO of the bakery division of BreadTalk Group (BreadTalk, ToastBox, and The Icing Room) where he managed 4,000 people across 800 outlets.

Before BreadTalk, he was Head of Operations, Real Estate, and New Business Development for McDonalds Singapore.

James received his MBA from Preston University.