

Author Wes Lambert CPA, FGIA, CAE, MAICD is the CEO of the 2020 Association of the Year Restaurant & Catering Australia (R&CA), the national industry association representing the interests of more than 47,000 restaurants, cafés and catering businesses across Australia and a winner of the AuSAE 2020 Influencer Award.

In 2020, he was named one of South Australia's "Most Influential Hospitality Heavy Hitters". He has appeared on the Today Show, ABC News Breakfast, Weekend Sunrise, & Sky News, including on Alan Jones, interviewed live on 3AW, 2GB, 4BC, & ABC radio, and has been featured on ABC RN The Money. Wes has been quoted in The Australian, The Australian Financial Review and AFR Magazine, The Sydney Morning Herald, Good Food, The Age, The Herald Sun, The Daily Telegraph & The Courier Mail, and featured in numerous podcasts, webinars and as a guest speaker at multiple conventions and events, speaking about his hospitality experience and on behalf of the industry.

Wes previously served as Executive Director, Secretary and Financial Controller for Pacific Restaurant Group Ltd (Kingsleys, ChopHouse, & Jamie's Italian), Australia's first public unlisted Full-Service Restaurant Group, from where he was responsible for the restructure and IPO of the Group as well as securing the Master Franchise Agreement for Jamie's Italian in Australia/NZ.

Prior to that Wes was an Investment Banker in Restaurant Capital before owning and managing multiple hospitality venues in Asia and the United States and for over 20 years, has progressively built his executive hospitality level change management, lobbying, negotiation, governance, finance & accounting experience in diverse roles across multiple industries and sectors around the globe and enjoys the art of deal making. He possesses a strong work ethic; a can-do attitude with the problem solving ability to make anything possible. "No" and "I can't" are not in his vocabulary.

This is his first book, but it will not be his last.

