Christophe BERG

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Languages: French (Native) | English (Fluent) | Spanish (Conversational)

Wellness Project Developer & Fractional Business Developer

Turning wellness and hospitality concepts into economically viable projects. A neutral operations consultant grounded in real-world constraints, I step into the messy early stages of development to transform vision into agile execution blueprints. I work with pragmatic adaptability and strategic alignment to turn innovative wellness concepts into operational projects, repeating clients and booked calendars.

- Early-Stage Navigation: Conducting opportunity studies, feasibility benchmarking and risk mitigation to ensure concepts are desirable, feasible and viable before money is on the table.

- Fractional Business Development: Calibrating offerings and pricing to match actual market demand, unlocking new customer segments and securing strategic alliances.

- Operational Architecture: Mapping out wellness experiences, plant-based culinary programs and project blueprints transforming cost centers into profit engines.

PROFESSIONAL EXPERIENCE

Wellness Consulting Chef & Fractional Business Developer | La Palma | 2013-Present
Partnering with hospitality brands and small business owners to design viable wellness experiences and plant-based programs.

- Concept Co-Development: Map out restaurants, juice bars, plant-based community centers and wellness retreats across premium brands including MSC Cruises Explora Journeys, Oceania Cruises, Tom Juice Bar in St Barth, Yi Athens, Plenty Grocer and EKM6 BKK.

- Operational Audits: Evaluate operations, ingredient sourcing, guest journeys and team training from a 360-degree view to improve experience quality, including at Azulfit Yoga Pilates Center.

- Plant-Based Offering Calibration: Adjust menu design, communication, optimize pricing tactics, control food costs and portioning, optimize equipment and ingredient sourcing, co-design kitchen layouts.

- Team Training: Build an understanding of plant-based cuisine as a specialty. Educate and motivate the kitchen team through hands-on workshops on plant-based cuisine, nutrition and allergen awareness.

- Business Coaching: Provide tactical guidance and business coaching to independent chefs, small business owners, career changers and digital nomads navigating critical turning points.

Director of Education, Blue Lotus Hua Hin | Thailand | 2017-2020
Launched the 1st plant-based learning center in Asia, located within the Evason Resort Hua Hin

- Business Development: Run the enrollment pipeline and operational workflows from scratch, turning a plant-based educational concept into a profitable asset and unique brand.

- Curriculum Architecture: Designed multi-week learning programs (Pure Energy, Green Thai, Zen Cuisine and Chef Training) attracting international students and wellness professionals.

- Team Leadership: Recruited, trained and managed a multicultural team of 7 culinary instructors, coordinating logistics directly with the GMs, Department managers and staff members.

- Operational Integration: Trained resort kitchen staff to successfully deploy plant-based menus across all five on-site dining venues (restaurants, bar and breakfast brunch).

EDUCATION & PUBLICATIONS

Master of Science in Project Management - Université de La Rochelle, France
Specialization: Mathematics and Computer Science. Master's Thesis on Agile Methods

Publications
- Second Souffle, Active Living after 50, published by En Exergue Editions in April 2026.
- 12 cookbooks on Plant-based Cuisine for Active Living, published by La Plage Editions.
- Game Designer and Author of Web and Card Games produced by Toodoo Editions.
- Writer on Agile methods, Lifestyle Business, Wellness & Plant-Based Cuisine, Trail Running.

EARLY CULINARY CAREER: PLANT-BASED PROJECTS LAUNCHING

Project Development Manager, Matthew Kenney Cuisine | Thailand | Mar 2015 - Jul 2015
- Coordinated educational kitchen design and construction blueprints directly with architects.
- Established local supply chains for specialized culinary equipment and key ingredients.
- Managed operational alignment with the executive team of the Evason Hua Hin Resort.

Consulting Chef, TOM's Juice Bar | Saint Barthelemy | Sep 2015 - Dec 2015
- Co-Development of the concept into a new juice-bar location and production lab.
- Conducted Plant-Based culinary development, sourcing, food cost analysis and pricing tactics.
- Coached the founders/owners and trained the team on production standards.

Plant-Based Chef de Cuisine, Yi Raw Cafe | Glyfada, Greece | Jul 2014 - Dec 2014
- Launched the first raw vegan restaurant, bar and pastry shop in South Athens.
- Recruited, hired and trained the culinary team across cafe, catering and pastry operations.
- Developed menu, catering offering, kitchen standards and ingredient sourcing protocols.

Founder, Biophily Cooking Studio | Haarlem, Netherlands | May 2012 - May 2013
Launched a raw vegan studio providing niche catering, healthy plant-based workshops and wellness coaching in partnership with local yoga studios.

EARLY CAREER: WEB PRODUCTION, GAME DEVELOPMENT AND AGILE PM

Founder and Consultant, Metagama | France & Netherlands | Jul 2006 - Dec 2011
Delivered opportunity studies, interactive development and game design audits for corporate clients, web agencies and game studios including Philips and Lagardere Multimedia.

Guest Lecturer, Game Design & Agile Methods | Europe & Singapore | Jan 2002 - Dec 2011
Taught game development and production at the Master of Video Games in France, Utrecht School of Arts in the Netherlands and Ngee Ann Polytechnic in Singapore.

Game Developer, The Upper Deck Company | Amsterdam Area | Sep 2004 - Jun 2005
Conducted opportunity studies, R&D, design and development of card games using cartoon licenses like WinX Club and Monster Allergy for European publication.

Founder and Owner, Toodoo Game Agency | Paris & La Rochelle | Jun 1999 - Mar 2004
Acted as Web Consultant, Technical Director and Producer for serious web games, digital experiences for clients including Lagardere Group, Euro RSCG, KENZO, Packard Bell Europe, Microsoft Consulting and Aurisor Group. Web Game production, board and card game publishing.

Project Manager, Several IT Companies | Paris, France | Nov 1993 - Jul 1999
Served as Digital Project Manager handling early digital production for Business Interactif, Altinet, The Net Group, Europa Cinemas and Gibert Joseph.