

MANAGEMENT PROFESSIONAL

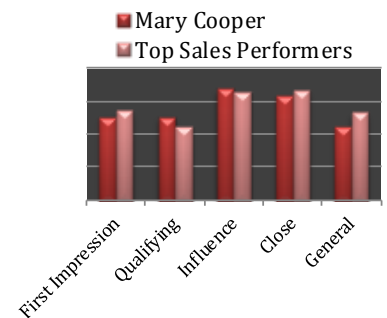
Results-oriented management professional with extensive experience heading sales and operations, new business development, and product launches – generating significant sales growth and optimizing operational performance. Successful coaching, mentoring, and building high-performance teams to achieve sales and business objectives. Well versed conceptualizing and implementing best-in-class sales and customer training programs and strategies to identify and capture new market channels and revenue opportunities. Highly effective at establishing and maintaining solid customer relationships to deliver profitable sales. Core competencies include:

Sales Turnarounds	Organization	Sales Growth	Daily Operations
Customer Service	Scheduling	Product Knowledge	Sales Training
Target Marketing	Turnarounds	Team Leadership	Competitive Analysis

DELIVERED RESULTS

- Recognized as Café of the Year in 2009 for outstanding operations.
- Saved company \$15,000 to \$18,000 per month, resulting in #1 rank for café.
- Spearheaded 12-week effort to transition and assimilate 16 new management teams in new market.
- Selected by executive management to open new stores and/or turn around poorly performing locations to achieve sales and volume targets.
- Instrumental in current location’s sales volume increase of 8% within two months.
- Consistently succeeded in challenge to create efficient operation, achieve sales and profit goals, boost customer satisfaction and improve employee retention.
- Satisfactorily implement marketing programs with results of annual audits showing no deficiencies.
- Ensure adequate staffing to serve 60% of daily clientele within four-hour window.

*Sales Strategy Index™ Results
Most Effective Sales Strategies*



EMPLOYMENT HISTORY

PANERA BREAD / COVELLI ENTERPRISES

1998 – Present

- FRANCHISE AUDITOR**, Multiple locations (2009 – Present)
- GENERAL MANAGER**, North Fayette, PA (2005 – 2009) \$250,000 per month sales
- GENERAL MANAGER**, McKnight, PA (2002 – 2005) \$160,000 per month sales
- GENERAL MANAGER**, Butler, PA (2001 – 2002) \$130,000 per month sales
- ASSISTANT MANAGER**, Boardman, OH (1998 – 2001)

Responsible for assessing operating practices, financials, training, security, and cleanliness for 145 cafes. Derive “best practices” to help maximize profits and support General Managers to ensure standards are met. Report directly to CFO and Regional Director of Operations. Provided leadership and direction in daily operation, including customer service, food and labor costs, safety, sanitation, product preparation, bank deposits, vendor relations, and recruitment. Accountable for training and supervising 40 to 45 staff members and seven managers in serving 1,000 to 1,200 guests per day.

MCDONALD’S / COVELLI ENTERPRISES

1995 – 1998

Fast-track promotion from **CREW MEMBER** to **SHIFT MANAGER** to **ASSISTANT MANAGER**

Assisted manager in store operations, with responsibility for using pre-shift and shift planning tools to meet volume demands. Supported marketing and promotions to maximize sales. Trained staff in all aspects of restaurant service, including personnel policies, security, and safety procedures. Contributed to hiring, performance appraisals, and employee retention.

EDUCATION / TRAINING / CERTIFICATIONS

- Pre-MBA Program in Marketing, Accounting, Finance**, ROBERT MORRIS UNIVERSITY, Pittsburgh, PA
- Bachelor of Science in Political Science/Sociology**, YOUNGSTOWN STATE UNIVERSITY, Youngstown, OH
- Safe Serve Certification**, ALLEGHENY COUNTY, PA, HEALTH DEPARTMENT, Expired
- Fluent in American Sign Language**