

# JOHN DANGERFIELD

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## SENIOR EXECUTIVE / ENTERPRISE MANAGEMENT

*Proven ability to build, lead, and manage complex businesses ranging from startups to turnarounds; proficient in strategic formulation, execution, and change management initiatives.*

**Highly accomplished senior executive** offering a unique blend of strategic leadership, entrepreneurial talent, and operational expertise applicable to all industries. Charismatic and results-oriented; highly regarded by colleagues and staff for outstanding organizational and business development skills. Comprehensive record of success in ultra-competitive markets built from leading brand-name franchises in the food service industry. Directs project resources efficiently and fosters an environment predicated on a commitment to the customer and the attainment of short- and long-term goals.

**Skilled in building top-performing teams** and sharing best practices across the entire organization. Monitors risks, requirements, and change action plans in accordance with business needs. Leverages critical and creative thinking capabilities to analyze and rectify project issues. Assesses and motivates team members to maintain individual accountability for results.

### CORE SKILL AREAS:

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|---|---|---|
| <input type="checkbox"/> Strategic Planning & Execution | <input type="checkbox"/> Process & Procedure Creation | <input type="checkbox"/> New Product / Concept Creation |
| <input type="checkbox"/> Relationship Management        | <input type="checkbox"/> Change Management            | <input type="checkbox"/> Issue Management & Resolution  |
| <input type="checkbox"/> Project Management             | <input type="checkbox"/> Quality Assurance            | <input type="checkbox"/> Written Communication          |
| <input type="checkbox"/> Research & Analysis            | <input type="checkbox"/> Team Leadership              | <input type="checkbox"/> Entrepreneurship               |

### SELECTED PROFESSIONAL ACHIEVEMENTS

- **Directly responsible for generating \$500 million in sales from 800 restaurant locations** as the Senior Vice President and General Manager of ABC Restaurants. Increased revenues by 6% and profits by 17% year-over-year.
- **Earned a #1 ranking in sales growth for 15 consecutive months** as the co-owner of a Pancake House franchise in Flemington, New Jersey. Generated \$3 million in annual revenue after turning around a struggling franchise. Worked closely with restaurant staff to revitalize corporate brand and re-focus customer service quality.
- **Successfully led the turnaround of a Kentucky Fried Chicken franchise (100 units)** as COO. Developed an innovative plan to restore restaurant profitability by emphasizing core operations.
- **Achieved \$50 million in sales from a 56-unit Fresh Market franchise** based in Winston Salem, NC. Created initial enterprise infrastructure, and built an exceptional management team. Ranked #2 nationwide in operations excellence.

### PROFESSIONAL EXPERIENCE

ABC RESTAURANTS INC., New York, NY

2004-2008

#### Vice President of Operations

Successfully led an ABC franchise that generated \$15 million in revenue across nine markets in Ohio and New York. Implemented restaurant operations, marketing programs, and employee training practices. Directed human resources, general administration, and accounting functions across the organization. Consistently outperformed plan expectations year-over-year.

- Focused strategically on improving core restaurant operations to drive revenue and increase customer retention. Installed formal employee training programs to increase staff capabilities at all levels. Efforts resulted in the excellent execution of the ABC service concept and stimulated new business.
- Consistently ranked in the top-tier for operations excellence and customer experience among all ABC franchises in the U.S. Substantially improved food cost control by 9% and labor productivity by 32%. Annual sales increases consistently outpaced national franchise average.

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**PROFESSIONAL EXPERIENCE**

(CONTINUED)

PANCAKE RESTAURANTS HOLDING, LLC, Flemington, NJ 2000-2004

**Franchisee & Co-Owner**

Devised initial business plan and secured startup funding for Pancake House franchise in the New Jersey area. Engineered a favorable deal to acquire existing franchise enterprise and later guided a successful market expansion. Rigorous focus on restaurant operations, team building and guest experience resulted in prolonged periods of sales growth. Led franchise system for 15 consecutive months with double-digit sales increases. Sold interest in company to partner.

INDEPENDENT CONSULTANT, Denver, CO 1998-2000

**Self-Employed Entrepreneur**

Retained by brand name players in the fast food space to contribute strategic management expertise. Provided advisory consulting services that covered operations, staffing, training and unit remodeling. Improvement of basic restaurant operations resulted in greatly enhanced customer experiences.

- Played a major role in the successful turnaround of a Kentucky Fried Chicken franchise, a formerly unprofitable company with 100 under-performing units. Executed a complex plan to halt revenue declines and substantially restore restaurant profitability. Successfully avoided bankruptcy and positioned the company for acquisition.
- Orchestrated the conversion of 30 newly-acquired Cluck-U units into Kentucky Fried Chicken. Directed crew training, restaurant management, and multi-unit supervision teams in Kentucky Fried Chicken operations, systems, and procedures.

GOLDEN PLATE, LLC, Boston, MA 1993-1998

**President & Chief Operating Officer**

Established a lucrative franchise network of Golden Plate restaurants across North and South Carolina, Georgia and Virginia. Created systems infrastructure and developed a strategic plan critical to meeting aggressive expansion goals. Grew company from inception to 56 restaurants with annual sales exceeding \$50 million in less than 4 years. Strategic execution of the restaurant concept delivered outstanding customer experience. Consistently one of the franchise leaders in food cost control and labor productivity. Recognized as one of the most innovative franchisees in the system.

- Ranked #1 in the United States in corporate-sponsored mystery shops. Ranked #2 in Operations Excellence evaluations.
- Developed multiple operations systems that later became adopted by franchiser system-wide. Several marketing programs developed by Golden Plate adopted for use in national campaigns.

XYZ ENTERPRISES, INC., Boston, MA 1984-1993

**Senior Vice President, Regional Vice President, Vice President – Company Operations**

Successfully led, managed, and built the XYZ brand in Massachusetts with direct responsibility over operations, marketing, training, human resources, accounting, and new store development. Strategic initiatives and brand leadership increased sales and profitability by 6% and 17%, respectively, year-over-year.

- Exceeded \$500 million in sales from 800 company and franchise restaurants system-wide.
- Restructured the restaurant operations group to increase customer service focus and food quality execution.
- Enhanced communication procedures between franchise operators and corporate managers to streamline decision-making by establishing regular visits and greater accountability at the store level.

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**ACADEMIC BACKGROUND**

RUTGERS UNIVERISTY, **Master of Business Administration**, Newark, NJ

UNIVERSITY OF PITTSBURGH, **Bachelor of Arts in Economics & Political Science**, Pittsburgh, PA