JOEL FEIGENHEIMER

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SUMMARY:

An industry professional with a history of performance, passion and innovation. A powerful combination of experience, leadership skills and education concentrated in the Hospitality arena. Proven successes with corporate operations, small independents and as an entrepreneur.

EXPERIENCE:

Faculty Member Florida International University 2009-Present Full time instructor leading courses in Restaurant and Bar Management, Sustainability, Procurement, Menu Engineering, Profit Management and Executive Leadership. Course modules include contract management and relations, controls and auditing, specifications and supplier management. Focus on vendor relationships cost reductions, supply chain improvement and analysis.

Founder realEats Consulting 2009-Present

This organization began as a resource website (www.realeats.org) for Florida International University, to acclimate students with the "green" supply chain and sustainability concepts. This resource site highlights over 400 "green" vendors offering thousands of "real" products. realEats Consulting specializes in providing a wide array of services for both corporate and independent operators.

Director of Purchasing China Grill Management 2002-2009
Created beverage programs in the U.S., U.K., and Mexico. Designed all procurement policies and

procedures for international, multi concept, fine dining corporation. Increased department revenue via strategic procurement policies, lean supply chain management, contract evaluation systems, auditing procedures cost reductions and improvements in product sourcing. Provide leadership and implementation of continuous improvement across company-wide resources.

Vice President Restaurant Operator's Co-op 1995-2001

Organized regional independent operators to form a purchasing co-op that is still in existence today with sales of over \$200 MM. Served as Vice President of Purchasing and Chairman of the original primary vendor committee. Increased operator participation over 50% in three years.

Owner/Operator Cranberry Bog Companies 1983-2001
Owned and operated the highest volume white tablecloth restaurant in upstate New York for nearly

twenty years. Increased revenues over 80% operating three units in two states. Several quality and community awards.

General Manager TGI Friday's, Dallas Texas 1981-1983

Fastest promoted General Manager in the history of the company. Earned the highest managerial award, The Presidential Gold Star, and also three consecutive "Store of the Quarter" awards.

Manager Houlihan's, K.C., Missouri 1979-1981

First rookie manager to be chosen to open a new operation. Opening team manager in both Phoenix and Mesa Arizona during Houlihan's expansion era.

Consulting and Other Experience:

Adjunct Professor Florida Atlantic University 2012-2013 Recommended to FAU by the Dean at FIU. Taught Introduction to Food and Beverage. Class concepts include marketing, operational control and management and ROI evaluations.

Operational Consultant American Fine Wine Competition 2007-Present Built logistical and financial models for the largest "American Only" Fine Wine Invitational Competition in the United States. This event is designed to highlight American wines while benefitting local charities. www.americanfinewinecompetition.com

Product Coordinator South Beach Wine and Food Festival 2004-2009 Worked directly with Lead Festival Culinary Coordinator and local food vendors to orchestrate the Bubble Q event with upwards of 5,000 attendees annually for this event alone.

Education:

Northcentral University Candidate for PhD. Business Administration 2017 Dissertation: Vertical stakeholder perceptions of food industry buyers pertaining to GMOs.

Lynn University Master of Business Administration 2012 Earned a 3.96 GPA with a specialization in Hospitality.

Cornell University Bachelor of Science Hotel/Restaurant 1979
Graduate of the School of Hotel Administration majoring in Restaurant Management.

S.U.N.Y @ Delhi Associate of Art and Science 1977

Double major in Nutrition and Restaurant Management.

President of University Honor Society.

Industry Relations:

Board Member New York State Restaurant Association 1987 Vice President Albany New York Chapter.

Volunteer FAVACA-Florida Peace Corps 2012 Trained local residents on the Island of St. Eustatius about Hospitality, Marketing and Service.

Industry Speaker London, Berlin and The Caribbean

Veteran speaker throughout the United States and Europe. Topics included operations management, procurement, contract negotiation, marketing, change management and vendor relations.