

SHANE PIERCE

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SKILLS

// PROFESSIONAL

Operations Management

Budget Management

Hiring Management

Sales Strategy

Communication

Marketing & Product Sourcing

Organization & Team Building

Client Relations

// TECHNICAL

Microsoft Applications

Google Workspace

Project Management- Asana, and Basecamp

Communication- Slack, Webex, and Homebase

P.O.S.-Toast, Micros, Aloha, Clover and TouchBistro

Inventory-Restaurant 365, Yellow Dog, Menu-link, and Xtra Chef

PROFESSIONAL SUMMARY

I am an experienced multi-unit leader with a demonstrated history in the hospitality industry. I am skilled in Sales Strategies, Product Sourcing, Contract Negotiations, Training, P&L Management, Concept Development, and Project Management. I have opened 16 locations including live music venues, restaurants, nightclubs, high-end dining theaters, and bars.

WORK EXPERIENCE

DIRECTOR OF OPERATIONS (FOOD & BEVERAGE & EPS)

Tvg Hospitality | Huntsville, AL | January 2022 - Present

- Instrumental in the opening of an award-winning \$60 million Amphitheater. Developed and operated **18 F&B sites and 122 points of sale for an 8,000-capacity venue** for shows including **Chris Stapleton, WideSpread Panic, Kenny Chesney, Dave Mathews, Luke Bryant, and Jelly Roll.**
- Spearhead the **development and training of 9-person management and 175-person hourly staff**
- Collaboratively establish and manage the **region's \$25 million dollar budget**, contributing to the Amphitheater's financial success
- Craft enticing beverage menus for the **18 establishments** on the campus, enhancing the overall guest experience
- Manage and prioritize site teams during revenue-intensive Day of Show events, consistently delivering outstanding results with average **revenues of \$200K**
- Pioneer a highly efficient labor model, **achieving a 15% reduction in labor costs** over five weeks while maintaining top-notch operational performance.
- Introduce and enforce comprehensive campus-wide standards and SOPs, **elevating Environment, Product, and Service standards** to deliver unparalleled guest experiences

OWNER

Hospitality Unlimited Consulting | Huntsville, AL | June 2021 - Present

- Relationship and brand building
- Assess structural and operational businesses concerns and develop a **long-term solution**
- Restructure management teams to optimize output
- Implemented **Prime Cost controls**
- Complete project management

GENERAL MANAGER

Whiskey Cake Kitchen | Tampa, FL | March 2020 - June 2021

- Relocated to Tampa from Atlanta to affect top-line sales, improve the overall culture, and increase profit line
- **Increased sales by 9% in 2019**
- Successfully **retrained over 100 managers and hourly employees**
- Improved Food and LBW costs through the implementation of SOPs

// TECHNICAL

Scheduling/Labor/Forecasting-Hot Schedules, Sling, 7-Shifts and Harri

Event based-Triple Seat, Venue Ops, Gathered and Eventbrite

Accounting--Sage/Intact, Microsoft Dynamics 365, Plate IQ, QuickBooks, and Oracle Netsuite

Marketing- MailChimp, Eat App, Hootsuite, and Constant Contact

Reservations- Opentable, Seven Rooms and Resy

EDUCATION

Associates of Arts

Valencia Community College

Orlando, FL

GENERAL MANAGER

Del Frisco's Double Eagle | Atlanta, GA | August 2019 - April 2020

- Selected, hired, and trained the management team
- Created sales and marketing plans, currently being used by Landry's in other areas
- Forecasted and implemented all R&M budgets & projects
- Increased top-line sales while maintaining **40% flow through** to store-level profit

REGIONAL OPERATIONS MANAGER

CMX CineBistro | Atlanta, GA | May 2018 - July 2019

- **Responsible for 3** units in the Atlanta area
- Managed all aspects of **opening 2 new Atlanta units** including budgeting & forecasting, cost controls, product orders, contractors, build-out, vendor negotiations, staffing, and oversight of G.M./E.C.'s
- Recruited, trained, and developed over **20 G.M.s, Assistant Managers, ECs, and Sous Chefs**

DIRECTOR OF OPERATIONS

Nakato Japanese Restaurants | Atlanta, GA | January 2015 - May 2018

- Assessed operations for all locations which included: culture, systems, P&L, training, and marketing strategies
- Renegotiated all existing AP contracts resulting in a **3% reduction in annual costs**
- Operated all locations with a combined **14 million in sales revenue**
- Project Manager for a **2 million dollar remodel**
- Designed a management structure, hired and trained G.M.s, and managers
- Implemented new systems to improve food, LBW costs
- Negotiated catering deals resulting in over **3.3 million dollars per year in top-line sales**

PROPRIETOR/GENERAL MANAGER

Ted's Montana Grill | Atlanta, GA | January 2011 - January 2015

- **Increased revenue at each location** through recognition of opportunities to both cut costs and increase guest satisfaction
- Trained and educated **over 13 salaried managers and 170 hourly team members**
- Set **clear performance expectations and goals**
- Adhered to all means of operational excellence
- Created and implemented **sales growth plans** for all locations
- Created local restaurant marketing plans

MULTI-UNIT GENERAL MANAGER

Bill & Franks Brickhouse Grill | Deland, FL | March 2009 - June 2011

- Managed front and back of house operations
- **Created bonus structures** for managers
- Oversaw employee relations encompassing **staff recruitment, training, and incentive plans**
- Handled inventory and vendor relations