

Mary Machul

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SUMMARY

A senior leader with broad experience in marketing, innovation, sales and operations across the hospitality industry. Demonstrated track record of producing business-driven growth programs from concept to execution. Strategic thinker with the ability to see the global picture and build for the future growth of the brand.

- Strategic Planning & Execution
- Data Analysis
- Business Acumen
- Brand Positioning
- Project Management
- Communications
- Team Leadership
- Change Management
- PR & Media

EXPERIENCE

Topgolf – Dallas, TX

December 2019 – April 2020

Senior Director of Food and Beverage Innovation

Led the overall food and beverage vision and strategy for Topgolf US venue business.

- Developed the short-term and long-term 2020 F&B strategic objectives in collaboration with business line leaders, marketing and guest insights.
- Created menu innovation process and supporting timelines for tests, limited time offers and seasonal menu changes.
- Led a cross functional project team creating in-bay technology that would drive spend per visit and improve speed of service.
- Identified \$1.5MM in annual cost of goods savings to immediately make a positive impact on brand profits.

Maggiano's Little Italy – Dallas, TX

December 2015 – November 2020

Senior Director of Marketing and Innovation

Member of the Maggiano's Leadership Team; leading all aspects of brand innovation, marketing, culinary innovation, beverage and private dining.

- Collaborated with the Leadership Team to create the brand plan each fiscal year and adjust as needed to meet sales budget and cost of sales goals.
- Increased return on marketing spend by 60% by revamping paid media strategy and growing e-club database by 50%.
- Led innovation and new platform tests from ideation through pilot period to brand-wide operational launch.
 - Drove year over year double digit off-premise growth by implementing online ordering, third party delivery and new carryout product lines.
 - Successfully launched new dining room daypart (brunch) leading to double digit traffic growth on Saturday and Sundays.
- Spearheaded technology initiatives to grow sales including online chat (\$1MM annual incremental sales), automated private dining loyalty program (\$2MM incremental sales) and dining room reservations platform (\$1MM annual savings).
- Grew the number of followers on all social channels while maintaining an average rating of 4.35 by implementing a revamped social media program which included trained champions at the restaurant level.

Women's Foodservice Forum – Dallas, TX
Vice President of Business Development

January 2015 – October 2015

Executive team member for WFF, the leading learning and development non-profit serving the foodservice industry.

- Completely revamped the sponsorship strategy in order to drive revenue and create a sustainable 2015-2020 budget for the organization.
- Responsible for securing \$4MM in financial sponsorships through corporate partnerships in the US and Canada.
- Presented regular updates to the Board of Directors made up of foodservice industry executives and represented the organization at key industry events.
- Managed two Board Advisory Councils, a corporate partner ambassador program and the Canadian volunteer group.

Amadeus Hospitality – Portsmouth, NH
Regional Director of Sales

January 2014 – December 2014

Successfully led the software sales team for a newly developed territory within the US.

- Responsible for directing sales team efforts across the central region of the United States for a suite of hospitality technology products including sales and catering SAAS platforms.
- Negotiated enterprise agreements as large as \$750k in value with both new and existing clients; primarily multi-property organizations within the hospitality sector.
- Created and executed an annual territory plan that coordinated efforts between myself and Sales Managers to best penetrate the territory.

Maggiano's Little Italy – Dallas, TX
National Director of Banquets and Delivery

September 2005 – January 2014

Directed Banquet and Catering sales, marketing and operations initiatives for Maggiano's restaurants, growing annual revenue to a high of \$90,000,000 during my tenure.

- Implemented Banquet loyalty and referral programs along with annual marketing calendar outlining key campaign windows and targets.
- Set annual revenue plans for each location and reviewed individual sales and marketing plans throughout the year to ensure targets were achieved.
- Assisted Area Directors and General Managers with evaluating and managing performance of 65 Banquet Sales Managers and 40 Catering Sales Coordinators.
- Managed National Account program and Regional Sales Managers. Evaluated National Accounts to increase incremental sales by \$1MM and reduce G&A cost by over \$100k.
- Facilitated national sales conferences and regional meetings including sales training and rollout of standard operating procedures.

Corporate Banquet Solutions Manager – Dallas, TX

Led all field operations and technology initiatives while providing business analysis and managing a team of call center salespeople.

- Managed Regional Banquet Booking Office; daily operations, hiring of representatives, and training.
- Banquet business analysis and recommendations; created Banquet forecasting, booking pace and sales pickup reports utilized by the executive team, propose sales strategies and sales targets for all restaurants.
- Assisted with creation and implementation of Banquet specific guest satisfaction measurement.
- Successfully rolled out new sales and catering software, Delphi; including onsite training of 60 sales managers.

Banquet Sales Manager – Bellevue, WA

Opening team member for the first Maggiano's Little Italy in the Northwest market.

- Exceeded opening quarter sales goal by 60%; cultivated several repeat clients within the first few months of operation.
- Created and executed opening sales plan, including pre and post opening sales blitzes, direct mail pieces and opening events.
- Managed operations of the Banquet department staffing, team management and event execution.

Talking Stick Golf Club – Scottsdale, AZ

October 2000 – August 2005

Food and Beverage Director

Managed food and beverage operations for one of Arizona's most premier public golf courses, Talking Stick Golf Club.

- Increased Food and Beverage revenue by 25% during tenure.
- Managed staff of 35-40, daily operations of restaurant, bar, banquet events and on course food and beverage service.
- Created new sources of revenue through specialty events such as wine dinners and cooking classes.
- Increased Banquet and Catering sales through actively selling restaurant space, attending tradeshow events, networking, research and execution of local marketing.
- Exceeded cost of sales and labor targets versus Troon Golf standards.

W Seattle Hotel – Seattle, WA

January 1999 – September 2000

Sales Reporting System Analyst

A pre-opening team member for Starwood Hotels & Resorts fourth W Hotel, providing support to the Sales & Catering department.

- Provided customized reports to executive committee, corporate and the sales and catering team. Tracked all daily Food and Beverage and Rooms revenue in order to successfully forecast and budget.
- Worked with Executive Chef and Director of Catering to create the hotel's banquet and catering menus, banquet event orders, contracts and proposals.
- Implemented and maintained Delphi, a sales and catering software solution.