

CHRISTIAN DAMMERT

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CORPORATE DIRECTOR OF FOOD & BEVERAGE/BEVERAGE

Accomplished Food & Beverage leader with diverse experience successfully developing and managing food and beverage programs in national chains as well as overseeing all aspects of hotel operations. Able to create and implement strategies, plans and budgets for multiple unit operations ranging from fast-casual to fine dining. Able to drive revenue growth through implementation of national marketing and promotional campaigns. Adept at building profits by balancing the tradeoffs between labor and cost of sales. An effective team leader in both a corporate and franchise setting. A team leader and consensus builder with both internal and external business partners.

AREAS OF EXPERTISE

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|-------------------------------|---------------------------------|---------------------------|
| * New Restaurant Concepts | * Hotel Operations | * New Bar Flow Schematics |
| * Menu Development and Design | * Employee Leadership Mentoring | * Training and Coaching |
| * Labor Management | * National Beverage Programs | * Promotion Development |
| * Crisis Management | * New Restaurant Openings | * Forecasting & Budgeting |

PROFESSIONAL EXPERIENCE

SCHULTE HOSPITALITY GROUP – LOUISVILLE, KY

Oct 2019 to Feb 2020

Hospitality management company that experienced a significant growth in last few years to reach over 150 properties, comprising of most national brands and several boutique properties, including the newly acquired 21c Chicago and Angad Arts Hotel, St Louis.

Corporate Director of Food & Beverage

Responsible for building the frameworks and structure for all areas in the food and beverage operations and to achieve profits targets and improve guest quality scores.

Accomplishments

- Created 1st National Beverage Program framework and guidelines, including future national features and activations set to launch at the end of 2020 first quarter
- Developed & rolled food and beverage forecasting tools and labor standards to ensure properties understand expected volumes and allow them to plan accordingly
- Built and implemented key operational procedures to include menu cards and recipe tools, productions guidelines, inventory procedures, line checks
- Revamped all restaurant systems with new guidelines for opening, training and execution
- Improved compliance and participation to key corporate initiatives, including Avendra by 7%
- Developed KPI's for main limited service brands to better identify opportunities and create action plans

DRIFTWOOD HOSPITALITY – HOUSTON, TX

Dec 2018 to Sept 2019

Recently acquired the Hilton Houston North with 480 rooms and the Marriott Houston North with 390 rooms. The Hilton features multiple food & beverage venues, 52,000 sq. ft. meeting space, 40,000 sq. ft. lobby, and 23 function rooms. The Marriott features 16,000 sq. ft. of meeting space and a full-service restaurant and bar.

Area Director of Food & Beverage

Responsible for all Food & Beverage Operations and Programming for the hotels. Lead efforts for creating new restaurant concepts, bars, fast casual outlets and banquets. Build, develop and manage a team to execute plans.

Accomplishments

- Key driver on leading rebuilding team initiatives that included weekly rallies, monthly training presentations, team efforts, that included all areas
- Restructure operations for operational effectiveness, including floor plans, daily procedures for all positions
- Developed and executed a new menu featuring key local items and a twist from some classic dishes, created new bar signature cocktails and revamped all wine selections.
- Helped developed and implemented new 90-day training program and orientation program.
- Established timeliness and critical paths for new F&B concepts

HILTON HOTELS AND RESORTS / FT. LAUDERDALE BEACH RESORT – FT. LAUDERDALE, FL Dec 2015 to Nov 2018

374 room, all-suites hotel, situated on the Atlantic Ocean. Features great restaurants, a resort style pool and fantastic outdoor areas for all types of activities, local and corporate events. This property is one of the top ranked Hilton hotels in the Southeast region.

Director of Hotel Operations

Responsible for planning and executing property renovation master plan, including guest rooms, public areas, meeting spaces, food and beverage outlets recreations and spa. Oversee the day-to-day operations of the resort. These include key property issues covering capital projects as well as the direct oversight of the front office, Housekeeping, Food and Beverage and Culinary. Plan and coordinate the service delivery of all operational departments to meet and exceed guest expectations. Partner with the Sales, Marketing and Engineering teams to deliver outstanding guest service and financial profitability.

Accomplishments

- Championed Resort Quality Initiatives and instrumental in turnaround drive coming after the Hurricane, with initiatives that included engaging weekly team rallies, proactive approach on guest experience starting before arrival, and revamped rooms cleanliness program which helped our property rank in the top 7% of all Hiltons in last two months.
- Implemented front office in-house initiatives which increased sales by 40% in 2017 compared to prior year.
- Drove several F&B initiatives, including a revamped breakfast program, which helped move the resort into the top 15% of all Hiltons in the Americas Division in 2016
- Executed the corporate Guest Engagement text program for the property and over the past year the resort has ranked in the top 5% division-wide of over 2,000 hotels.
- Developed and implemented a property-wide Food and Beverage sales incentive program which resulted in an 8% increase in revenues over plan.
- Created several Banquet procedures, presentations and services that drove profit improvements in excess of 8%. Achieved a 92.1% quality score for the past 12 months, which ranked the property in the Top 10% of the Division.
- Managed the International Management Development program to personally hire 10-12 high potential international students working through the International Recruitment Forum in Switzerland in one-year program that encompasses training, supervision and mentoring of students for Rooms Division and F & B.

SHULA'S STEAK HOUSES LLLP, FT. LAUDERDALE, FL**May 2004 to Dec 2015**

Shula's is the #1 sports celebrity restaurant chain. It consistently ranks in the Top 10 among fine-dining steak houses in the U.S. The company has 35 multi-unit concepts and 5 other concept restaurants which includes both company-owned and franchised outlets.

Director of Operations**2010 to 2015**

Responsible for all Food and Beverage operations, menu designs, quality control systems, audits, compliance, sales, marketing, and training. Scope covered strategy development and annual planning to achieve the corporate strategies. Opened over 20 new restaurants. Directed all corporate beverage functions including the developing, innovation and implementation of all programs, training, and execution of all promotions and marketing initiatives, working with restaurant GM's and hotel F&B/GM when applicable. Directed a team typically numbered about 50.

Accomplishments

- Developed a new on-line menu system for the outlets. Created a web-based menu program that allowed properties to easily print and re-print their menus. With the program, approved regional items could be easily added while following the F & B and Marketing guidelines of Shula's.
- Drove the creation of the Shula's Bar & Grill airport concept. Directly oversaw the front of the house operations, including developing service standards, opening and closing procedures for all positions and bar set-up. Partnered with Corporate Chef and Project Manager in every step of the design and menu development and restaurant design. The success of this unit allowed us to open additional restaurants in Jacksonville, Tampa and Fort Myers.
- Was part of the team that created the new Shula Burger concept and assisted the concept's management team with all operations and then created and managed their unique beverage program. Also helped to create training programs and concept operating procedures and processes. Five units were opened by 2015.

Beverage Director**2006 to 2010****Accomplishments**

- Developed a robust program that covered menus and assortment, procedures, processes, training and compliance for all outlets. In the program's first year wine sales grew 12% and overall beverage sales increased 9%.
- Created Shula's first signature drink. Program was also Shula's first ever corporate wide initiative. Was fully supported with media events, bar tender incentives, and in-store/hotel marketing package. Increased bar traffic and capture ratio by 10%. Program became the impetus for dozens of other successful programs.
- Created Shula's first GM Conference including all program content and logistics in 2008. This became a very effective annual event for General Managers. This improved GM retention and engagement and helped to cement the culture across the organization.

Assistant Director of Operations**2004 to 2006**

Role covered quality audits, remedial action plans and quality compliance. Managed all operating supplies for new stores and conducted all new opening training with ownership groups and hotel executive teams. Participated in various multi-functional task forces as needed and orchestrated the yearly Shula Training Camps.

Accomplishments

- Developed a new and more efficient quality control audit process. Gave the organization more visibility into the operations of the company and how quality impacted total performance at the outlet level.
- Redesigned the new opening process updating key operating supplies and staff training. Efficiencies led to a reduction in new unit opening costs of 18%.

DON SHULA'S HOTEL & GOLF CLUB, MIAMI LAKES, FL**2001 to 2004****General Manager Shula's House / Shula's Corporate Trainer**

Directed a team of over 60 staff members and ran all F & B operations at Don Shula's Golf Club, that included award winning Shula's Steak House, banquet operation, casual restaurant, room service and concessions.

Accomplishments

- Unit was recognized as one of the best in the system, ultimately becoming the corporate training restaurant.
- Created and implemented a corporate training program branded as "Training Camp."

ADDITIONAL POSITIONS

WALDORF ASTORIA, NEW YORK, NY - Oscar's Restaurant General Manager	2000 to 2001
SHULA'S STEAK HOUSE, MIAMI LAKES, FL - General Manager	1998 to 2000
HILTON AT WALT DISNEY WORLD RESORT, ORLANDO, FL - Finn's Grill Manager	1997 to 1998
FONTAINEBLEAU HILTON RESORT & SPA, MIAMI BEACH, FL – ASST MANAGER/SUPERVISOR/BANQUETS	1991 to 1997

EDUCATION AND ON-GOING LEARNING

Florida International University - Master's Degree in Business Administration	2004
Florida International University - Bachelor's Degree in Hospitality Management	1996
Miami Dade College - Associate in Arts in Hotel Management	1994

OTHER LEARNING & ASSOCIATIONS

Lean Six Sigma Green Belt Certification – Rutgers University, NJ	in progress
Hilton GM's Training Program - Shine 2 Future GM's Program Certification	2018
Court of Master Sommeliers - Certified Sommelier	2013
Society of Wine educators - Certified Specialist of Wine	2012
Cicerone - Certified Beer Server	2015
USSA Sommelier - Executive Member & Educator	2006