

Paul Brown

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## SUMMARY

A dynamic and accomplished BEVERAGE AND HOSPITALITY INDUSTRY LEADER with thorough expertise in food and beverage strategy, development, innovation, and management. Comprehensive understanding and experienced in guest analytics, franchise operations, menu development, bar and restaurant design, profit and loss analysis and other business analytics. Leverages excellent communication skills to manage stakeholder relations, and train/develop staff and leadership. Demonstrated ability to define high-level strategies, implement effective and creative solutions, and create/establish innovative food and beverage programs to drive sales, revenues, and guest satisfaction.

- Food & Beverage Management
- New Product & Menu Innovation
- Customer Business Analytics
- Profit & Loss Intelligence
- Project/Planning/Promotion
- Training Platforms & Initiatives
- FOH & BOH Operations
- Franchise Operations
- People & Leadership Development

## EXPERIENCE

Front Burner Brands, Tampa, FL Apr 2011-May 2020

2018 Cheers Magazine Winner Best Overall Beverage Program

National Beverage Manager

- 4-time Vibe Award Finalist and 3-time Vibe Award Winner for Beverage Excellence
- Created and led all aspects of the award-winning bar and beverage programs of Front Burner Brands
- Directed all facets of the beverage programs including bar design, beverage marketing; wine, beer, and spirit placements, supplier negotiations; third party agency budget responsibility and management, bar and beverage training, new store openings, as well as menu and program development
- Created, trademarked, and launched the signature beverage program for The Melting Pot, Best in Glass Cocktails that resulted in an amazing 57.4% increase in beverage sales, by item, and 61.9% in revenues over the previous year
- Turned around a struggling beverage and bar program at The Melting Pot that led the revival of the brand

- Created and launched 2 award-winning LTO programs for Melting Pot
- Created the award-winning N/A beverage program for The Melting Pot that has resulted in four straight years of double-digit growth
- Created and launched new innovative glassware that is the most successful retail launch in the history of the Company
- Leadership responsibility increased in 2015 to include creating, developing, managing, and launching the company's joint food and beverage LTO promotions
- Led the beverage program for the 5-unit polished casual concept, GrillSmith
- Created, tested, and launched the beverage program for the national fast casual concept, Burger 21
- Led training initiatives which include online training modules featuring quizzes and videos, as well as training and pairing notes and recipe cards that are available via POS or hard copy
- Ongoing success selling in new beverage programs to key stakeholders, including The Melting Pot Franchisees
- Very comfortable on camera and making executive level presentations
- Created the Bar and Beverage Program for new concept, Melting Pot Social, which will launch in early 2021

Sheraton Sand Key Resort, Clearwater, FL Jun 2006-Apr 2011

Food & Beverage Controller; Beverage Director

- Accountable for food and beverage department profitability as well as all beverage functions including management of all bar/restaurant outlets/banquets
- Responsibilities included F & B profit and loss analysis, design and implementation of all beverage programs and menus and employee training, development, and supervision
- Evaluated and revamped beverage purchasing procedures and saved the company over \$100,000 during 1st 2 years of employment

Yakima Brewing and Malting Company, Yakima, WA May 2002-Oct 2005

Executive Vice President

- Oversaw all aspects of the day-to-day operations of this multimillion-dollar brewery and the nation's oldest brewpub
- Supervised up to 40 employees, planned and implemented programming and promotions created budgets, national marketing plans, sales literature, pricing, purchasing and developed and maintained relationships with distributors and key wholesale customers in 28 States across the U.S
- Grew sales 400% during tenure with the company

## EDUCATION / OTHER

University of South Florida, Tampa. FL

BS Finance - May 1985

Certified Mixologist; Level 1 Cicerone

## Other Awards/Recognition

- 2020 Co-authored book with Jack Canfield, Pillars of Success
- Member Cheers Magazine Editorial Advisory Board
- Board Member Millennium Advisory Board – Food and Beverage Marketing
- 2014 Vibe Award Finalist for Single Event/Promo for Multi-Unit Chain Restaurants (Top Cocktail)
- 2015 Vibe Award Winner for Single Event/Promo for Multi-Unit Chain Restaurants (Women & Whiskey)
- 2015 Nation's Restaurant News Winner Menu Masters Award for Best Limited-Time Offer (Dip into Summer)
- Feature story on Paul and The Melting Pot beverage program in Cheers/ Jan/Feb 2016
- 2016 Vibe Award Finalist for Best Overall Beverage Program for Multi-Unit Chain Restaurants
- 2017 Vibe Award Finalist for Best Single Event/Promo for Multi-Unit Chain Restaurants
- 2017 Vibe Award Finalist for Best N/A Beverage Program for Multi-Unit Chain Restaurants
- 2018 Vibe Award Winner for Best LTO for Multi-Unit Chain Restaurants (Best in Glass Cocktails)
- 2018 Vibe Award Winner for Best Alcohol-Free Beverage Program for Multi-Unit Chain Restaurants
- 2018 Cheers Magazine Winner for Best Overall Beverage Program
- 2019 World Record Holder for Endurance on Elliptical Trainer
- 2020 Appeared in Entrepreneur Magazine