





ROBERT J. MIDYETTE, MBA

HOSPITALITY EXECUTIVE

CONTACT

-  bobmidyette
-  28354 Vela Way,
Valencia, CA 91354
-  305-484-8309
-  bmidyette@mac.com

EXPERTISE

- Change Management
- Crisis Leadership
- General Management
- New Build Design
- Preopening Management
- Strategic Negotiations
- Supply Chain Management
- Talent Acquisition
- Trend Interpretation

DIRECT RESPONSIBILITY

Average Revenue

\$500,000,000

Average Guest Base

 **6,000,000**

Average Employee Base

 **4,000**

PROFILE

Thoughtful Hospitality Executive with extensive international market experience and a stellar track record of improving the performance of vast and complex lifestyle, luxury and mass market operations. A highly disciplined, guest focused innovator with a concentration in world class processes, standards, and execution. Harvard Business School Executive Education, Master's in Business Administration, Hospitality and Culinary Degrees coupled with three years as a Malcolm Baldrige National Quality Award Examiner provide a unique and broad perspective on the integration of quality and excellence into sustainable, profitable results that continually elevate the brand experience.

PROFESSIONAL EXPERIENCE



PRINCESS CRUISES
Los Angeles, CA

Sep 2016 – Jun 2020

Corporate Director, Food & Beverage

Owns the total commercial responsibility (225 million) for multi-concept F&B experiences in dining and beverage operations for Global Operations across 6 continents including guest satisfaction (Net Promoter) scores, revenue performance, cost management, concept development, as well as systems and process implementation.

- Developed key pandemic response protocols for guests and crew relating to COVID-19 as well as permanent / semi-permanent modifications of F&B operations for the return to service.
- Implemented new designs and product offerings along with analytics tools that increased YOY revenue by 18M in 2019.
- Revitalized or developed key F&B concepts and guest touch points through design, layout, product selection, quality enhancement, and menu engineering.
- Applied large scale processes for Fleet-wide communications and operational execution, ensuring consistency in deployment and guest experiences.

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EDUCATION & PROFESSIONAL DEVELOPMENT



**HARVARD
BUSINESS SCHOOL**
Executive Education

Strategic Negotiations - 2006
Finance for Senior Executives - 2005
Supply Chain Management - 2004



**FLORIDA
INTERNATIONAL
UNIVERSITY**

Master of Business Administration (MBA)
Bachelor of Science (BS) in Hospitality Management



**JOHNSON & WALES
UNIVERSITY**

Associate Occupational Science (AOS), Culinary Arts

PROFESSIONAL AFFILIATIONS & ACTIVITIES

Advisory Board

VIBE Beverage Conference, 2010- 2014

Advisory Board

Cheers, 2006 – 2010, 2020

Examiners Board

Malcolm Baldrige National Quality Award, 2001, 2002, 2003

Guest Lecturer

School of Hospitality Management, Florida International University, 2001, 2002, 2005

Book Review Author

Journal of Leadership Studies, on Gary Hamel book Leading the Revolution, June 2001

PROFESSIONAL EXPERIENCE



SODEXO | BLOOMBERG
Manhattan, NY

Sep 2015 – Sep 2016

Senior National Client Executive

Lead the operational and strategic growth of a 26 site, multi-state, operating area with a \$30 MM budget. Direct the food service operation for catering and events as well as employees. Includes all areas of operations and is the single point of contact for all sites and the client relationship. Reports to the Sr Vice President of Operations.

- Successfully turned around the financial performance and reinvigorated the client relationship of this high profile location in the flagship office that contains 6,700 employees and 2,000 daily guests and dignitaries, while securing the client relationship with an elevated level of financial reporting skills and innovative and creative strategic management.



**IHG | INTERCONTINENTAL
HOTELS GROUP**
Atlanta, GA

Jun 2013 – Feb 2015

Corporate Manager, Food & Beverage - Americas

Charged with broad responsibility for North, Central and South America, for each of the 9 hotel brands within the IHG portfolio (InterContinental Hotels, Crowne Plaza, Indigo Hotels, EVEN Hotels, Holiday Inn, Holiday Inn Resorts, Holiday Inn Express, Candlewood Suites, and Staybridge Suites). Including profitability, efficiency, employee retention/training, regulatory and policy compliance, and guest service excellence. Chartered to establish brand dominance. Conducted initial assessment and launched a suite of initiatives to further grow a \$900 MM revenue center.

- Developed new product offerings and concept designs aligned with imminent and emerging trends.
- Sourced & negotiated third party operator contracts for Food and Beverage operations across multiple brands and countries.
- Drove guest brand preference in Food & Beverage operations as a competitive advantage and brand differentiator with a 1.8% improvement in NPS (Net Promoter Score).

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HONORS & RECOGNITION

National / Industry Awards:

Wine Spectator Award of Excellence, Princess Fleetwide Main Dining Rooms, 2019

Best Short Term Promotion VIBE 2013

Best National Chain Hotel Beer Program VIBE, 2012

Best National Chain Hotel Overall Beverage Program, Cheers Magazine, 2011.

Best Wine Program for National Hotels and Casinos, VIBE Award, 2011 and Cheers Magazine, 2006

Best Use of Technology in a Product or Service, RFID Journal, 2011.

Best Responsible Alcohol Training Program for National Hotels & Casinos, VIBE Award, 2010 and Cheers, 2007, 2010

Communicator of the Year, awarded by International Academy of Visual Arts for menu design, 2008.

Graphics Innovation Award for Innovative Menu Design, Academy of Graphic Communications, 2004.

Corporate Awards:

IHG "Bravo" Award – Outstanding project management on new F&B initiative deployment 2014.

Royal Caribbean International Admirals Award – "Leader of the Quarter" based on unprecedented results 2008.

PROFESSIONAL EXPERIENCE



ROYAL CARIBBEAN
INTERNATIONAL AZAMARA
CLUB CRUISES,
Miami, FL

Sep 2001 – Nov 2012

Corporate Director, Food & Beverage

Broad scope included luxury lifestyle multi-concept F&B operations and development, operational design, policies and standards, revenue/cost management. Adapted/deployed products and programs to suit markets across Europe, Asia, North America, South America, and the UK. Coordinated cross-functionally, including frequent site visits and international market assessment.

- Reversed 3-year sales decline of \$300MM operation delivering \$41.2MM+ revenue increase, \$5MM in reduced costs. Served 3.5 MM guests via multicultural workforce of 1,750 from over 54 nations across more than 20 F&B concepts.
- Initiated revenue growth strategy emphasizing premium products and enhanced marketing initiatives yielding up to \$17.4M single category growth and growth across all categories of up to 50%.
- Applied Baldrige-based processes for major operational quality/efficiency improvement, and restructured/staffed department with Industrial Engineers/Analysts to lead process development (e.g., financial dash-boarding, POS standardization).
- Delivered overall cost reduction exceeding 2% with implementation of inventory control systems and processes as well as rigorous cost metrics providing increased visibility via monthly report card system.