

Jeffrey W. Scott

1022 Provence Place New Braunfels, TX 78132 512.417.8756 jscott.nbtex@gmail.com

Executive Hospitality Professional

Dynamic business leader with extensive experience in all levels of leadership, relationship cultivation, sales, operations and supply chain management. Consistently combines high-level process collaboration, communication, technical know-how, business analytics and inspirational engagement to achieve benchmarked success.

Professional Experience

THE MARK WINE GROUP

2014 - 2020

Vice President of Sales

Austin, Texas

- In inaugural National Sales Position, focused and expanded On-Premise National Account partnerships, working with multiple levels of leadership in operations, sales and marketing
- Grew company revenue goals by 25% through the development of key account relationships with HMS Host, Wyndham, MGM, Bravo/Brio Restaurant Group, Top Golf and OTG Management
- Cultivated more than 15 supply chain partnerships, representing over 250 internationally recognized wines across the U.S. as the direct liaison between supplier, distributor and client
- Directed all aspects of national account program life cycle including inventory management, distributor interaction and supplier-partner regional execution
- Co-authored multiple brand growth opportunities via Salesforce CRM campaigns through targeted beverage analytics, resulting in overall top-line growth and increased brand loyalty
- Established operation standards for business continuity including quality control, enhanced performance management and cross training

REPUBLIC NATIONAL DISTRIBUTING COMPANY

2009 - 2014

Area/Division Sales Manager – On-Premise Wine Division

San Antonio, Texas

- Promoted to lead consistent sales and market share growth through focused leadership of 15 key account sales people, managing a portfolio of 10K products and 1,200 market partners
- Orchestrated market revenue for the division, exceeding \$13M annually, 11% average sales growth and 4% increase in overall total market share over the prior year
- Created and executed continuing education program focusing on internationally-recognized WSET standards to benchmark market partner retention and sales team career growth
- Supervised the implementation of a statewide gain/loss program to improve market forecasts
- Mentored sales team through bi-weekly sales training initiatives, strengthening overall client relationships, team communication and retention

THE DOYLE RESTAURANT GROUP FRANCHISE COMPANY

2007 - 2009

Director of Food & Beverage/Corporate Chef, THE WINE LOFT

Austin, Texas

- Established system of national supply chain contracts and vendor relationships including Sysco, Ecolab and Edward Don to streamline ordering and inventory management for each franchise unit
- Directed comprehensive new franchise openings spanning 11 U.S. markets, concentrating on consistent company culture, staff retention and cash flow management
- Coordinated all research and development, quality assurance and staff training for 14 locations
- Designed and launched corporate-wide innovative lunch, dinner and catering menu offerings
- Maximized elaborate core wine list program, including a multi-market pricing strategy through a strategic network of supplier partners

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CIBO GROUP 2006 - 2007

General Manager Austin, Texas

- Developed complete restaurant pre-opening procedures including front of the house training, back office management, permitting and team acquisition
- Guided and assisted general contractor through complete space renovation
- Facilitated profit and loss statements, payroll and general accounting management for a three meal period in an upscale Italian restaurant concept

SCHILLER DEL GRANDE RESTAURANT GROUP 1999 - 2001, 2003 - 2005

General Manager/Culinary Manager, CAFE EXPRESS Arizona/Texas

- Directed multiple new store openings in expanded markets, developed new market vendor relationships, team recruitment and training
- Significantly reduced overall operating costs following ownership change through consistent process evaluation, labor control and marketing strategies
- As Culinary Manager, collaborated with executive team to mentor, inspire and train incoming managers across Dallas/Ft. Worth market for back of the house operations

MARRIOTT INTERNATIONAL 1997 - 1999

Food and Beverage Manager Louisiana/Texas

- Supervised multiple food and beverage operations in a full service, high volume hotel property in Dallas/Ft. Worth
- Redesigned management team's office protocols, resulting in improved overall efficiency, guest interaction and team engagement
- Chosen to participate in a national management training pilot program, operating in New Orleans, Louisiana, the 3rd largest U.S. Marriott property

Education & Professional Development

University of Houston - Conrad N. Hilton College 1997

Bachelor of Science, Hotel and Restaurant Management, Spanish Minor ~ *Magna cum Laude*,
Annual Dean's Award Recipient, Student President of National Restaurant Association

Le Cordon Bleu Culinary Institute 2002

Diplome D'Art Culinarie – Associates Degree ~ *Summa cum Laude*

Society of Wine Educators 2008

Certified Specialist of Wine

Republic National Distributing Company 2013

Graduate Level Exam Designation

Wine & Spirits Educational Trust 2013

Level III Advanced Certification

VIBE Wine Supplier of the Year 2017 – 2019

HMS Host Wine Supplier of the Year 2018

Professional References

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