

ADRIENNE BRESLIN

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FOOD SERVICES EXECUTIVE - MARKETING & BUSINESS DEVELOPMENT

Business-savvy marketing leader with a background in restaurant management and 12 years of quantifiable successes helping food services and hospitality organizations gain captancy of highly competitive markets. Combines creativity and visionary planning with information-driven decision-making. Leverages sophisticated business intelligence tools to gauge critical issues and manage operational imperatives involved in translating business goals into sustained, measurable results. Persuasive relationship builder with a genuine talent for influencing change, champions clearly articulated tactical plans to elevate brand profile, create competitive distinction, and achieve new levels of profitability.

STRENGTHS & EXPERTISE

- ♦ Strategic Business Planning
- ♦ Marketing Plan Development
- ♦ Program & Service Development
- ♦ Corporate & Program Brand Management
- ♦ Pricing & Positioning Strategies
- ♦ Advertising & Promotions
- ♦ Competitor & Market Research
- ♦ Business Intelligence Mining
- ♦ Operational Planning
- ♦ Budgeting & Forecasting
- ♦ Public & Media Relations
- ♦ Alliances & Partnerships

RECORD OF ACCOMPLISHMENTS

LIEFSTON GROUP “A North American leader in contract food services”

2000 – Present

Career Summary: Originally retained to design national promotions for the Lakewells School Dining Services Division, and launched ground-breaking programs that **drove top-line growth across the education sector by 28%**. ♦ Later selected to spearhead marketing campaigns for the Delmar Corporate Dining Division, and overcame parallel challenges of a highly discerning executive-level clientele and intensive street-level competition to deliver **3% to 5% annual growth**. ♦ Promoted to provide executive leadership for **Marketing, Innovations & Strategies across 7 business lines**, and played an instrumental role in helping **each division exceed its sales & market penetration objectives**.

VICE PRESIDENT OF MARKETING, INNOVATIONS & STRATEGIES

2005 - Present

- Built a 20-member geographically dispersed team that is respected as a strategic resource to the business divisions.
- Capitalized on media opportunities to **generate positive press coverage** for the corporation and its business units and reinforce the company’s position as an **unparalleled leader in each business segment**.
- Actively monitored the pulse of the business to develop pricing & positioning strategies to **mitigate supplier market volatility** due to seasonal fluctuations in product cost & availability.
- Partnered with operators to **design and execute signature programs** such as *Menu3*, *Healthy Choices* and *Eat Wise!*, which reflect a corporate commitment to ensure that healthy food choices are available, highly visible and well promoted.
- Empowered operators with **web-enabled merchandising & marketing tools** to support the development and refinement of high-quality and varied menus.
- Instituted a **Corporate Sustainability Program** to integrate sustainable business practices and programs that are economical, client-responsive, and respectful of people, communities and the natural environment.
- Produced the *Seven Essentials of Superior Customer Service*, a portfolio of **internal training tools** that featured peer-nominated benchmark leaders to promote customer service best practices in all areas of operation.
- Created **Rate Negotiation toolkits** to help operators successfully secure price increases on items that are outside terms of existing contracts.

Continued...

PROFESSIONAL EXPERIENCE Continued...

LIEFSTON GROUP ...

MARKETING DIRECTOR, Delmar Corporate Dining

2003 - 2004

- Provided direction for marketing and culinary development for a highly diversified hospitality and catering program that ranged from cafeteria services in automotive plants to the executive dining rooms of some of the most prominent financial institutes in Canada.
- Delivered **year-over-year growth in revenues** through the development of nutritious and cost-competitive menus that appealed to gastronomic tastes ranging from the mundane to the exploratory, reflecting the diversity of flavours and styles that now enlighten Canadian cuisine.
- Built the Impressions Catering program from the ground up, establishing **the most brand-recognized program** in the company today, offering extended menu choices and upscale catering choices for corporate functions and special events.

MARKETING DIRECTOR, Lakewell Schools

2000 - 2004

- Positioned **Lakewells as an industry trendsetter**, bringing the highest quality food service to the traditionally under-served educational community from kindergarten to university.
- Created national food service **programs and standards that could be readily customized** and adapted to meet the needs and dynamics of local student populations across North America, ranging from culturally homogenous small rural schools to ethnically & socially diverse schools with 2,000 or more students.
- Launched highly successful marketing campaigns such as "After School Refuel", and actively collaborated on the solicitation and execution of short & long-term contracts focused on sales, marketing and event planning.
- **Partnered with EMI** to implement the "Listening Post", a cafeteria jukebox program that was utilized to test market new music from up & coming bands.

Previous experience includes 3 years as a marketing consultant to food services companies in the United Kingdom, Canada and Australia; and 6 years as General Manager of the five-star Repoli Restaurant in Seattle, Washington.

EDUCATION

Honors Bachelor of Business Administration, Business Marketing, NYU, '95

Executive Development:

Change Leadership ♦ Professional Leadership Development, *Niagara Institute*

Financial Leadership, *Guelph University* ♦ Strategic Management, *Cornell University*

Corporate Communication & Public Relations, *Western University* ♦ Graphic Design, *George Brown College*

COMMUNITY INVOLVEMENT

Corporate Sponsor & Regional Fundraising Volunteer, Kids Help Phone, '00 - '08

Campaign Co-Chair, Bottoms Up Colorectal Cancer Screening Initiative, '07 - '08

Mentor, Inner City Young Entrepreneurs, since '02

HONORS & AWARDS

VIP Award of Excellence, Liefston Group, '08

NYU Alumni Award, for philanthropic leadership, '05