

## Nichola R. Hines

### EDUCATION:

University of Southern California, Los Angeles, CA  
BA, Social Sciences, emphasis in Economics, 1995  
BA, Sociology, 1995

New York Restaurant School, New York, NY  
Certificate in Restaurant Management, 2002

### CERTIFICATION:

Certified Hospitality Department Trainer, 2014  
ServSafe Certification

### EXPERIENCE:

Delaware North February 2013-Present  
Travel Hospitality Services – Hartfield Jackson Atlanta International Airport  
*Assistant General Manager*

- Direct and oversee \$20 million food and beverage operations of 13 full-service and specialty restaurants
- Assists in developing and implementing long-range (strategic) and annual (business) plans, operating reports, forecasts and budgets
- Monitor the budget and directs corrective action procedures as necessary to help assure that budget goals are attained
- Monitors internal cost control procedures
- Properly cost, price and source new menu options to drive sales and decrease food cost
- Prepare new unit menus and support menu changes through costing, pricing, and marketing analysis
- Supervise the day-to-day task assignments and performance for 1 executive chef, 4 department managers, 12 assistant managers, 1 supervisor and 225 associates.
- Plans and coordinates training and professional development programs for personnel
- Analyze results and trends from audits (internal and external) and take the appropriate action to resolve/address issues.
- Ensure the 24/7 execution of all customer service programs and processes.
- Ensure a pleasant dining experience for all customers, respond to customer complaints or inquiries and solicit customer feedback and input.

#### *Operations Project and Marketing Manager*

- Lead project manager in 14 concepts (Subways, Argo Tea Café, Grindhouse Killer Burger, Atlanta Stillhouse, Mustard Seed BBQ, Bojangles Famous Chicken, Coffee Bean & Tea Leaf, Yoforia, Wolfgang Puck Fresh Express, Food Network Kitchen, 40/40 Club Atlanta, Georgia Grown, Terrapin Tap House, and Harvest & Grounds), which include but not limited to menu planning, cost analysis, concept/associate training, packaging, product placement, product selections and labor schedules
- Responsible for concept development and operational directive for internal brands such as Harvest & Grounds, Georgia Grown Kiosk, Atlanta Stillhouse, and Terrapin Tap House
- Monitored 25 business units to ensure that they efficiently and effectively providing quality services.
- Reviewed performance metrics to measure productivity, goal achievement, needed cost reduction and program improvements
- Lead large event planning and logistics, including menu selection, vendor negotiations and airport-wide marketing.

- Established and implement departmental policies, goals, objectives, and procedures, conferring with national brands.
- Determined staffing requirements, interview, hire and train new employees.
- Maintained DN presence in the Department Of Aviation community initiatives and Atlanta Airport sales initiatives
- Maintained DN and brand partners' presence in the social media community

*Operations Manager*

- Directed and oversaw all operational and administrative aspects of the \$14 million, food and beverage operation at Concourse T,
- Multi-unit manager responsible for managing 10 direct reports within 7 concepts.
- Developed a shift lead 90day on-boarding/development plan.

Compass Group USA

July 2007-February 2013

*Director of Food and Beverage, Chartwells April 2011 – February 2013*

- Direct and oversee all operational and administrative aspects of the \$1.5 million, food and beverage operation at the 10,000 seat, Bank of Kentucky Center
- Responsible for managing concessions, warehouse, private club lounge, catering (including backstage/entertainment riders) and suites including; recruiting, training, cost analysis, menu development, sales, purchasing, cost of goods, guest satisfaction, accounting, loss prevention and maintaining the highest standards of quality for all employees, volunteers, products and services.
- Developed meeting specifications including banquet event orders and work plans including timeline and budget for concerts and events.
- Increased sales by 30% for like-for-like events from previous years, by adding 15 new points-of-sales.
- Decreased product cost by 8% through implementing controls; waste logs, employee meal program, product cost sheets, while exceeding client expectations in quality and presentation.
- Revamped the Non-Profit Fundraising Opportunities program resulting in 300% increase in participation with local groups
- Decreased labor cost 5% by creating and maintaining an accurate labor plan.
- Developed, implemented, and maintained food and beverage marketing programs such as wine and bourbon tasting.
- Reviewed and worked with Executive chef on the food concepts in concessions, customized menus in catering and private club that are appealing, profitable and executable
- Negotiated contracts with liquor and food purveyors to enhance sales opportunities and minimize costs, while building and maintaining a highly interactive, service-oriented business relationship.
- Coordinate needs with other building departments including the event management, athletics and accounting departments.
- Ensure there is an accurate review of all cash and product reporting which includes soda, beer, cups logs and yields.

*General Manager of Suites, Levy Restaurants March 2010 – April 2011*

*General Manager of Concession Clubs, Levy Restaurants May 2009 – March 2010*

*Senior Suites Manager, Levy Restaurants May 2008 – May 2009*

*Suites Manager, Levy Restaurants October 2007 – May 2008*

*Human Resource Manager, Levy Restaurants July 2007 – October 2007*

- Suites department head for a \$4 million, 172-suite operation within the Georgia Dome providing outstanding service while upholding company standards, product quality and cleanliness
- Concession club department head for a \$2 million, 16 premium club concession stands and two club bars within the Georgia Dome
- Suites department head for \$1.5 million, 90-suites operation within Philips Arena
- Sourced, hired, developed and managed performance for a successful staff of 150

- Exceeded budget sales by 30% in first year, maximized labor budget through utilization and efficiency
- Managed one of the largest-grossing premium operations in college sports, the SEC football championship which brings in over \$350K per event
- Coordinated and managed meetings with project team; coordinate all information for the NHL All-Star game and MGX conference
- Implemented internal controls resulting in 2% decline in beverage COGS and 2.6% food COGS
- Coordinated marketing strategies for the Georgia Dome
- Responsible for the monthly unit forecast sales analysis
- Implemented a new training structure that included development of a training video, hands on training, and an in-depth presentation of menu standards and expectation
- Organized job fairs for the US Open at Ashe Stadium, responsible for recruiting and training of 2,000 hourly employees

TGI Friday's, NYC

June 2004-April 2006

*Bar Manager*

- Managed all FOH operations while making fast-paced decision, supporting staff of 40, and ensuring, guest satisfaction.
- Increased bar sales from \$1 million to \$2 million by through ongoing coaching and training of staff, setting performance expectations and conducting performance reviews on a regular basis
- Developed and implemented various sales building initiatives, including take-out service, weekly customer contest and staff incentives

Sweet Talk Dessert & Catering, LLC, NYC

August 2000-December 2003

*Owner*

Mindshare/Ogilvy & Mather, NYC

July 1998-December 2001

*Media Planner: IBM -Storage, Technology Group, and Worldwide Channel*

BlackRock Inc., NYC

October 1997-July 1998

*Sales Assistant for Financial Advisor Firm*

Open Systems Technologies, NYC

October 1995-October 1997

*Operations Coordinator Staffing Agency*

**MEMBERSHIPS:**

USC Alumni Club of Atlanta

2013 - Current

*Vice President & Social Chair*

Delta Sigma Theta Sorority, Inc

1993 – Current

*Member & Committee Co-Chair*