

## **William R. Menzel**

**122 Radtke Road Randolph, NJ 07869**

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My key competencies include marketing, strategic planning, market research, business development, product development and managing transitions. I have a successful history of applying the analytic disciplines learned at Procter & Gamble to the management of turn-around strategies and have played a key role in the acquisition and re-launching of nine businesses.

**Menzel & Associates, a marketing consultancy, 2003 till present** –key consulting assignments include

- **Acting Director of Marketing for Duffy's Sports Grill from 2/2019 to 5/2020 (\$130 million in sales, 34 units)**

Managed marketing in a turn-around effort. Repositioned the brand with a "Best Sports Bar" campaign that focused on a revitalized menu and a new creative direction. Improved 7 % sales trends while reducing discounting 20% by restructured the Loyalty program. Implemented a Private Events booking program. Reorganized the marketing and Public Relations staffing.

- **Patina Restaurant Group, a multi-concept restaurant company (\$250 million in sales, 65 units)**

Managed the marketing for the 2018 launch of four new concepts at Disney Springs, Orlando. Managed the expansion of the Naples Pizzeria & Ristorante concept from 4/2012 to 2/2014. Created a unit development plan and selected and negotiated new sites. Created marketing plans for the existing units, including menu and concept refinements. Consulted as Chief Marketing Officer from 2006 to 2008 to help launch PRG as an independent company after a buy-out from Compass. Increased comparable unit sales by 7% and EBIDTA by 26% versus year ago. Implemented menu engineering, new PR and promotional programs, internet marketing, Radio sponsorships, cable TV, direct mail, and Catering support programs.

- **Smith & Wollensky Restaurant Group, a leading premium steakhouse chain (\$58 million sales, eight units)**

Consulted as Chief Marketing Officer from 8/2007 to 3/2010. Implemented marketing programs that increased segment share by 12 % during 2009 while reducing ad spending by 30%. Responsible for business planning and market research. Developed programs to turn around negative sales trends and enhance consumer ratings with new product launches, holiday and seasonal menus, cable TV, local PR, print, radio remotes, 3<sup>rd</sup> party promotions, gift card programs and acclaimed wine events. Implemented a successful loyalty program. Increased Private Dining sales with structured management systems and targeted email campaigns. Increased online reservations by 6% in 2009. Built brand extension with licensed supermarket products.

**Restaurant Associates Corp, a diversified division of Compass, NA (\$575 million in sales, 340 units)**

**President, Krispy Kreme NY, a subsidiary, 5/2000 to 3/2002**

Designed and implemented the successful turn-around of an acquired franchise, with comparable unit sales increasing by 44 % due to improved operations, remodeling, and local marketing. Introduced hazelnut coffee and an internet-based loyalty program. Increased wholesale distribution by over 200 accounts, including the USTA and Yankee stadium. Opened three new units, selected sites, negotiated six leases and closed 2 losing units. Developed a focused organization with a supportive culture and training and bonus programs. Achieved excellent Zagat ratings and customer store check scores.

**Managing Consultant, Au Bon Pain, a subsidiary, 6/99 to 4/2000**

Managed the business strategy and marketing programs during the acquisition and transition. Designed market research studies and implemented repositioning and pricing strategies by trade channel to enhance value and competitiveness. Developed an improved coffee program, new soups, new salads, and larger muffins. Rolled out an egg sandwich. Upgraded the chain's small wares and cups. Tested TV and billboard advertising. Improved sales by 6 % versus prior trends.

**Senior Vice President, California Pizza Kitchen, an acquisition and spin-off, 6/97 to 1/98**

Responsible for marketing, strategic planning, franchising, real estate, construction, purchasing and food and beverage during the transition. Implemented a turn-around plan that enhanced service, reduced G&A, closed losing stores, increased portion sizes, enhanced purchasing efficiencies, and acquired new sites. Increased same store sales by 6% and guest count by 5% versus negative trends in the prior 2 years. Negotiated domestic and international franchise agreements, and a licensing contract for a supermarket frozen pizza line. Developed a new unit expansion strategy and selected and negotiated sites.

**Senior Vice President, Strategic Planning and Marketing 3/91 to 5/97**

Responsible for marketing, strategic planning, graphic design, public relations, acquisition studies, market research and chain unit development. Member of the Executive Committee.

- Repositioned the \$51 million Charlie Brown's chain to a steakhouse concept. Implemented new pricing, promotion and media strategies that helped increase same store sales for five consecutive years. Over the last 3-year period sales grew an average of 6% and division profits 18% per year.  
Grew a successful database frequent dining program to over 500,000 members. Acquired sites for expansion.  
introduced a menu featuring larger portions and Heart Smart options.
- Managed the development of creative internet, broadcast and print campaigns for high volume Manhattan restaurants, including award winning cable TV spots. Guest counts increased by up to 34% during advertised periods. Division profits increased 12% per year, averaged over a 3-year period.
- Managed a strategic planning process that guided the re-engineering of operating and purchasing systems, and integrated financial, marketing and human resource planning.

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**Motophoto, Inc.** An international one-hour photo lab chain (\$94 million system sales, 350 stores)

**Vice President, Marketing 8/88 to 3/91**

Responsible for marketing, commercial sales, merchandise sales and market research. Managed a ten person staff. Member of the Senior Management Committee.

- Guided the repositioning of the chain to a "premiere full-service photo imaging" concept.
- Increased merchandise sales by 21% and profit margins by 16 percentage points through joint promotion programs with major vendors.
- Increased Portrait Studio sales by 34% through an innovative combination of TV, telemarketing, targeted Direct mail, photo contests and publicity programs.

**Owner/Operator - Ponderosa Franchise 7/85 to 4/88**

Bought five company-owned steakhouses in Virginia for a turn-around effort. Achieved record sales due to local marketing, new products, and improved operations and remodeling. Introduced a giant buffet with ice cream, prime rib, crab legs, and new soups. Tested spot TV, FSIs and alternate day part pricing structures. Implemented new quality control, incentive and security programs. Refinanced the business and sold losing units.

**Ponderosa, Inc.** America's leading family steakhouse chain (\$750 million system sales, 720 stores)

**Executive Vice President, Administration & Planning 8/84 to 6/85**

Responsible for the Corporate Human Resource, Benefits, Assets Protection, Communications, Administrative Services and Planning departments.

- Managed a corporate staff restructuring that saved over \$1 million.
- Assisted the Chairperson in recruiting and selecting key corporate officers.

**Senior Vice President, Corporate Planning & Development 5/80 to 7/84**

Implemented a new business planning and development system that helped earnings grow from \$2.3 million to \$12.1 million.

- Managed the search and acquisition of the Casa Lupita Mexican Dinner house chain.
- Chaired the Corporate Resource Allocation Committee, and managed market research and SBU plan analyses.

**Director of Marketing 3/78 to 4/80**

Responsible for marketing and merchandising programs with a \$14 million budget.

- Improved same store sales by 5% versus declines in prior years through new products, more aggressive promotion programs and a new TV campaign. Improved franchisee participation with corporate marketing programs by revitalizing the field support organization and restructuring the Co-op councils.

**Procter & Gamble 2/72 to 2/78****Brand Manager/Assistant Brand Manager**

- Responsible for the Crisco and Fluffo Shortening Brands (\$250 million in sales) with an advertising and promotion budget of \$10 million. This was the largest brand in P&G's Food Division at the time.
- Implemented a regional pricing and spending strategy which grew Crisco's market share. from 54% to 58% behind a new "heritage" TV campaign and a premium hard cover cookbook promotion.

**EDUCATION****Columbia University Graduate School of Business**

MBA 2/72 – Marketing & Finance; Dean's List (3 terms); Beta Gamma Sigma

**Pace University - BBA 9/70 - Magna Cum Laude**

**MILITARY****United States Army (Paratrooper)**

Purple Heart, Combat Infantryman's Badge

**COMMUNITY**

President of the **Justice For Carmen Foundation**, dedicated to improving the treatment of the elderly in our hospitals. Officer for the Randolph, NJ Veterans of Foreign Wars.