

Key Accomplishments as Executive Director for Culinary School of the Rockies

1. Led the staff in articulating our “Core Purpose” and “Core Values.” These have been very useful to the school and continue to be adhered to and built upon.
2. Installed a new management structure including a senior management team as well as clear accountabilities and meetings to follow up on the company’s goals.
3. Directed the creation of two new classes for the school – the “Culinary Skills Program” that has been very successful and contributed significantly to revenue and profit – and the “Business of Cooking” that I personally designed and led. Unfortunately, the “Business of Cooking” program was not a success in terms of attracting students, but a complete curriculum and reference materials were left behind should the school ever wish to pursue any part of that program in the future.
4. Worked with our Professional Instructors to make significant changes and improvements in our “Chef Track” curriculum which included expanding the amount of time devoted to teaching the “basics” and setting up what we now call “The Dining Room” – which affords the students a “real-time” experience of what it is like to work in a restaurant and prepares them for the jobs they seek upon graduation.
5. Directed a sizeable effort to redesign our entire “Classes for the Home Cook” curriculum that resulted in greater efficiency and gross profit. As part of this effort, we redesigned our catalog and realized a significant savings in design and print costs by shifting to a format that is printed and mailed only once per year as opposed to three times per year. We also installed a new strategy for scheduling classes that has cut back dramatically on class cancellations and customer service problems.
6. Worked with Marketing Director in putting together new initiatives that have proven invaluable to the school. We organized a number of focus groups that have provided very useful feedback and helped to shape how some critical changes were made. We also began holding Open Houses for prospective students in order to give people a first-hand opportunity to visit our facility and meet our staff. Instigated a new weekly email newsletter that is now the cornerstone of our marketing for those classes.
7. Guided the school successfully through two rigorous re-application processes with our accrediting agencies – one national and one state.
8. Closed a “side” business (a retail operation selling cooking utensils and supplies) that was clearly losing money.
9. Directed a project to redesign the space left open by the closing of the retail operation so that our professional programs were able to increase their student capacity from 14 to 16.
10. Reinvigorated our “Corporate Kitchen” program increasing revenue in that area by 25+%.