

Joel Feigenheimer, PhD.

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SUMMARY:

An industry professional with a history of performance, passion and innovation. A powerful combination of experience, leadership skills and education concentrated in the Hospitality arena. Proven successes with corporate operations, small independents and as an entrepreneur.

EXPERIENCE:

Assistant Professor Florida International University 2009-Present
Assistant Department Chair, Lead Restaurant Faculty Designee, Endowed Chair Recipient, specializing in Restaurant and Bar Management concepts. Topics include operator responsibility to the employee and guest. Liquor liability, food safety, guest safety, sustainability, procurement, labor relations, vendor management, profit management and executive leadership. Course modules include contract management issues, standards of safety and responsibility, as well as operational and financial issues.

Expert Restaurant Witness realEats Consulting 2009-Present
Provides expert witness and operational consulting services nationwide relating to liquor and food service issues such as Dram Shop, contracts, landlord/tenant, employee issues, standards of care, operational responsibility and other hospitality related concerns. This organization began as a resource website (www.realeats.org), to acclimate students with the "green" supply chain and sustainability concepts. This site highlights over 400 "green" vendors offering thousands of "real" sustainable products.

Director of Purchasing China Grill Management 2002-2009
Created beverage programs in the U.S., U.K., and Mexico. Designed procurement policies and procedures for international, multi concept, fine dining corporation. Increased department revenue via strategic procurement policies, lean supply chain management, auditing procedures, cost reductions and improvements in product sourcing. CGM is now a client of realEats Operational Consulting Services.

Vice President Restaurant Operator's Co-op 1995-2001
Organized regional independent operators to form a purchasing co-op that is still in existence today with sales of over \$200 MM. Served as Vice President of Purchasing and Chairman of the original primary vendor committee. Increased operator participation over 50% in three years.

Owner/Operator Cranberry Bog Companies 1983-2001
Owned and operated the highest volume white tablecloth restaurant in upstate New York for nearly twenty years. Increased revenues over 80% operating three units in two states. Several quality and community awards.

General Manager	TGI Friday's, Dallas Texas	1981-1983
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Fastest promoted General Manager in the history of the company. Earned the highest managerial award, The Presidential Gold Star, and also three consecutive "Store of the Quarter" awards.

Manager	Houlihan's, K.C., Missouri	1979-1981
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First rookie manager to be chosen to open a new operation. Opening team manager in both Phoenix and Mesa Arizona during Houlihan's expansion era.

Consulting and Other Experience:

Board of Advisors	American Fine Wine Competition	2007-Present
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Built logistical and financial models for the largest "American Only" Fine Wine Invitational Competition in the United States. This event is designed to highlight American wines while benefitting local charities. www.americanfinewinecompetition.com

Product Coordinator	South Beach Wine and Food Festival	2004-2009
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Worked directly with Lead Festival Culinary Coordinator and local food vendors to orchestrate the Bubble Q event with upwards of 5,000 attendees annually for this event alone.

Education:

Northcentral University	PhD. Business Administration	2018
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Dissertation: Perceptions of GMOs by Commercial Food Buyers.

Lynn University	Master of Business Administration	2012
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Cornell University	Bachelor of Science Hotel/Restaurant	1979
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Graduate of the School of Hotel Administration.

S.U.N.Y @ Delhi	Associate of Art and Science	1977
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President of University Honor Society.

Industry Relations:

Board Member	New York State Restaurant Association	1987
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Vice President Albany New York Chapter.

Volunteer	FAVACA-Florida Peace Corps	2012
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Trained local residents on the Island of St. Eustatius about Hospitality, Marketing and Service.

Industry Speaker	London, Berlin and The Caribbean	
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Veteran speaker throughout the United States and Europe. Topics included operations management, procurement, contract negotiation, marketing, change management and vendor relations.