



Quisine Analytics

Chief Strategy Officer (CSO) Role Description, KPIs, and Strategic Integration Plan

1. Chief Strategy Officer (CSO) – Role Description

Position Title: Chief Strategy Officer (CSO)

Department: Executive Leadership

Location: Val-d'Or, Quebec

Reports To: Co-Founders (Bob & Alice)

Position Summary:

Quisine Analytics is seeking a visionary and data-savvy Chief Strategy Officer (CSO) to join its executive team. The CSO will play a pivotal role in shaping the future of the company by developing and executing strategies that enhance customer satisfaction, increase average customer spending, and optimize operational efficiency, particularly table turnover performance.

The ideal candidate will possess a blend of analytical thinking, market foresight, and culinary business acumen, and be capable of translating data insights into actionable innovations that elevate Quisine's market presence—starting with strategic initiatives at the Montreal Food Festival and extending toward international growth.

Key Responsibilities

- Develop and execute forward-looking strategies to increase customer engagement, loyalty, and lifetime value.
- Identify opportunities for growth in menu innovation, pricing models, and customer experience using real-time analytics and trend forecasting.
- Collaborate with culinary, operations, digital, and service teams to align strategic objectives and deliver measurable business outcomes.
- Lead data-driven initiatives to improve customer satisfaction scores and increase the average expenditure per visit.
- Optimize table turnover during peak service periods while maintaining service quality.
- Analyze market conditions, competitor trends, and customer feedback to support evidence-based decision making.
- Guide strategic positioning and campaign execution at high-visibility events such as the Montreal food festival.
- Foster a culture of continuous improvement, experimentation, and customer-centric innovation.

Required Skills & Competencies:

- Strong critical thinking and problem-solving capabilities
- Expertise in data analysis, business intelligence, and performance metrics
- Strategic planning experience in a hospitality, restaurant, or consumer-facing tech environment
- Demonstrated success in enhancing profitability through innovation
- Effective information management and cross-functional communication
- Solid understanding of customer behavior analytics and market segmentation
- Agile leadership style with the ability to drive change and influence at all levels
- Excellent interpersonal, personal discipline, and presentation skills



Qualifications:

- Bachelor's degree in Business, Strategy, Hospitality Management, Data Analytics, or a related field (MBA preferred)
- Minimum of 5–7 years of strategic leadership experience in a growth-focused organization
- Proven track record in leading data-informed innovation projects
- Experience in Canadian enterprise environments is a strong asset

2. Chief Strategy Officer – KPI Table

KPI Category	Key Metrics	Target/Goal	Purpose
Customer-Centric	Customer Satisfaction Score (CSAT)	Maintain and raise from 8.5 to 9.0+	Measure guest experience & service quality
	Net Promoter Score (NPS)	Increase by 15–20% in 6 months	Track brand loyalty and recommendation intent
Financial	Average Customer Spend	Increase from \$47.87 to \$52+	Improve menu value, upselling, and spending
	Revenue per Booth/Table	Improve by 10–15%	Optimize profitability per space at events
Operational	Table Turnover Rate (Peak Hours)	Maintain or reduce to 13–14 mins	Enhance throughput while ensuring quality
	Order Fulfillment Time	Maintain <10 mins average	Ensure quick, consistent service delivery
Strategic	New Strategic Initiatives Launched	Minimum 3 pilots per quarter	Track innovation output and experimentation
	Festival/Event ROI	Achieve $\geq 150\%$ return	Evaluate effectiveness of strategic campaigns
Team Execution	Cross-Departmental Alignment Score	Maintain >80% alignment	Measure team synergy under strategic leadership
	Strategy Implementation Rate	Achieve 90%+ execution	Ensure plans are carried through to action



3. Strategic Integration Plan for Chief Strategy Officer (CSO)

Focus: Immediate Impact on Market Presence & Strategic Innovation for Montreal Food Festival

Strategic Integration Plan for CSO



Phase 1: Pre-Onboarding (Week 0)

Objective: Prepare for a seamless transition into the organization

Actions	Purpose
Internal briefing with co-founders Bob & Alice	Align expectations and clarify role scope
Review historical data, festival strategies, and customer analytics	Build contextual understanding of Quisine
Introductory meeting plan with key department leads	Facilitate cross-functional relationship building



Phase 2: Week 1 – Immersive Onboarding

Objective: Gain operational insights and align with core teams

Actions	Purpose
Participate in daily operations review (kitchen, service, digital)	Understand pain points and opportunities
Join festival planning meetings with marketing and operations teams	Embed into strategic decisions immediately
Conduct SWOT analysis on Quisine’s current positioning	Identify early opportunities and risks
Tour of Quisine’s flagship locations	Experience the brand from customer POV

Phase 3: Week 2 – Strategic Planning & Early Action

Objective: Deliver quick wins and shape festival execution

Actions	Purpose
Propose strategy refinements for the Montreal Food Festival	Improve ROI, engagement, and brand impact
Launch 1–2 low-risk “data-driven pilot initiatives” for the festival	Demonstrate quick innovation (e.g., live menu poll or feedback loop)
Define KPIs dashboard in collaboration with data & ops teams	Ensure clarity on CSO impact metrics
Work with Eve (digital) to amplify online presence pre-festival	Drive social buzz and traffic

Phase 4: Weeks 3–4 – Execution & Strategic Alignment

Objective: Drive execution at the festival and support broader growth strategy

Actions	Purpose
Support final festival logistics and customer journey mapping	Ensure seamless, engaging experience
Oversee real-time analytics during festival (spend, satisfaction, traffic)	Adjust strategy on-the-fly
Conduct live competitor benchmarking at the festival	Inform Quisine's future positioning
Initiate post-festival analysis plan with insights for ongoing strategy	Fuel future innovations with real data

Ongoing (Month 2+) – Strategic Leadership

Objective: Integrate fully into long-term business planning and innovation cycles

Actions	Purpose
Lead quarterly strategic review meetings	Align all departments under unified strategy
Formalize innovation pipeline based on festival insights	Launch data-driven menu and service initiatives
Mentor strategy analysts or junior staff	Build internal strategy capability
Report directly to founders on progress toward KPIs	Maintain accountability and agility