

# John Macaluso

**Objective:** Operations & Strategic Development Executive . The ideal opportunity would be a smaller emerging brand or a larger turnaround situation.

- Site Selection & Market Development: Selected, built, and operated some of the highest volume locations for the respective Brands. Developed new markets throughout the Southwest.
- Operations Excellence: Recognized as a top operator. Earned Burger King Franchisee of the Year Award.
- Hired, trained, and coached dozens of Top Performing Individuals who went on to become successful corporate executives and multi-unit franchisees.
- Wrote and negotiated Franchise Agreements for National, Regional, and Emerging Brands.
- Advised, consulted, and led strategic growth plans, turnaround efforts, and exit strategies for restaurant groups.
- More than 15 years experience working with contract manufacturers, and with shipping and freight companies, both domestic and international.
- Procurement, Supply Line, and Food Safety: Worked with food vendors and distributors, focusing on produce, poultry & beef suppliers, to establish Best Practices from farm to commissary to individual units. Helped write operations and training manuals for inspections of food facilities, logistics and handling, and in-store guidelines to insure freshness and meet HAACP requirements.

## **Experience:**

*2006-present:* The Franchise Expert, Inc:

Partner of a company formed to help small companies become franchisors, and to help individuals find the best franchise opportunities.

*2006-2015:* SoCal Brands, LLC:

Managing Partner of a restaurant development company. Growth Brands that we invested in included Salad Creations and J. Gumbo's, both of which are fast-casual concepts.

*2002-2005:* JMC Management Company:

General partner of an entity created specifically to invest in restaurant companies.

*2001-present:* GREEN SAGE Eco Products

Founder and Owner of a company that manufactures and markets a unique line of **environmentally-friendly** cleaning products and personal care products.

*1996-present:* Cornell Management Group.

Founder and Owner of a full-service advisory and strategic planning company, focusing primarily on the restaurant and food service industry.

*1996-2002:* Dos Gringos, LLC.

Area Developer Franchisee of On The Border Mexican Cafe, a full-service Mexican concept of Brinker International. Dos Gringos, LLC holds exclusive development rights for On The Border in San Diego County.

*1999-2001:* Paris West Restaurants, LLC.

Founder and Operator of Metro Express French Cafe, fast-casual French-themed restaurants.

*1997-1999:* L.A. Stix, LLC.

Area Developer Franchisee of Pick Up Stix, a fast-casual Chinese restaurant concept.

1988-2001: L. A. Chicken, Inc.  
Franchisee of El Pollo Loco restaurants in Southern California.  
EPL Franchisee Association Executive Committee for nine years.

1985-2001: Newport Restaurant Group, Inc.  
Franchisee of Burger King restaurants in California.  
Board of Directors of the Southern California Franchisee Association for thirteen years, including seven years as president.  
1991 Franchisee of the Year Award.

1979-1985: Burger King Corporation.  
Florida, Dallas and Los Angeles regions. Region Manager responsible for general management of over 300 company and franchise restaurants in Southern California, Arizona, Nevada, Utah and Hawaii.

### **Education:**

B.A., School of Hotel and Restaurant Administration, CORNELL UNIVERSITY

M.B.A., Finance, UNIVERSITY OF MIAMI

### **Community Activities:**

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*Orange County Museum of Art:* Fundraising committees for educational programs in public schools.

*OC Innovation:* Created by Orange County business leaders to promote OC as a center of innovation and leadership in business, education, and the arts.

### **Business & Professional Organizations:**

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Member of *The Pacific Club*

House Committee: overseeing club operations.

Finance Committee: setting and monitoring the annual budget.

Building Committee: with responsibility for the addition of a new restaurant within the club.

Member of *La Chaine des Rotisseurs* : An international food and wine society.

Member of *Les Chevaliers du Tastevin*: A Burgundy wine society.

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