

JUSTIN N. VANMATRE

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EXPERIENCED MULTI-UNIT DIRECTOR OF OPERATIONS

A Record of Success Driving Sales, Profitability, and Customer Satisfaction in the Hospitality Industry

Highly-motivated, results-driven professional with 5+ years of experience owning, managing and marketing both fine dining and casual dining restaurants. Consistently achieves revenue growth and profitability targets with a focus on quality and service. Excels at building relationships to strengthen brand loyalty and encourage repeat customers with a commitment to excellence, personal drive, and focus.

AREAS OF EXPERTISE

Restaurant Operations • General Management • Team Leadership • Business Strategy & Planning • Budget / P&L Partnerships • Negotiation • New Business Development • Marketing & Advertising • Relationships • Customer Service

PROFESSIONAL CAREER EXPERIENCE

Mike Shannon's Restaurant Group – St. Louis, Missouri **2011 to Present**

Two upscale sports bar and grill restaurants, and former operator of an iconic fine dining steakhouse in downtown St. Louis.

Director of Operations (2014 to Present)

Oversee and manage all financial, operations, and customer service initiatives for a multi-unit restaurant operation.

- Provide leadership and direction to a team of 50 full- and part-time employees to ensure the successful operation of the 210-seat Mike Shannon's Grill in Edwardsville, Illinois, open seven days per week for lunch and dinner.
- Negotiated license agreement and oversee relationship with HMS Host for the operation of the 80-seat Mike Shannon's Grill which opened in June, 2014 at St. Louis Lambert International Airport Concourse A.
- Coached, trained, and motivated the General Manager of Mike Shannon's Steak & Seafood, a fine dining restaurant with the adjacent Outfield outdoor beer garden with 100 total employees at peak, including 12 House Managers; closed Jan. 2016.
- Managed the budget and P&L for the fine dining location (\$5M annual sales), and two grills (\$3M combined annual sales); offered management incentives to control labor and cost of goods; increased sales 20+% for the two Grills (2016 vs. 2015).
- Performed site search and acquisition; executed leases; coordinated outlet design and construction; assisted with menu development and layout; developed employee manuals; oversaw training; developed staff.
- Created marketing initiatives: traditional & digital media, monthly newsletters, email marketing, and social media.
- Negotiated/executed special events, sponsorships, and partnerships with influencers: SIUE, HMS Host, and St. Louis Cardinals.

Brand Portfolio Manager (2012 to Present)

Oversee partnerships to develop and promote the sale of Mike Shannon's private label brand extensions.

- Manage relationships with Trinchero Family Estates, a California wine producer, in the production of Mike Shannon's Private Reserve Cabernet Sauvignon and Chardonnay wines, which are offered at the Mike Shannon's restaurant locations.
- Developed Mike Shannon's Steak Sauce for retail sale in partnership with River Town Foods; secured distribution channels through Schnucks, Dierbergs, and Shop 'n Save grocery stores in the St. Louis region and at Mike Shannon's restaurants.
- Execute market analysis, label design, advertising, and sales to generate \$300k in annual revenue.

General Manager, Mike Shannon's Grill (2013 to 2014)

Promoted with full operational and P&L responsibility for the new location in Edwardsville, Illinois.

Front-of-House Manager, Mike Shannon's Steak & Seafood (2011 to 2013)

Oversaw hostess, servers, and bar operation at the upscale restaurant in St. Louis to ensure complete customer satisfaction.

The Outfield – St. Louis, Missouri

Apr. to Oct. 2016

A popular outdoor beer garden / sports bar located adjacent to Busch Stadium and open during all St. Louis Cardinals home games.

Owner and General Manager

Owned and managed all aspects of a high-volume operation which generated an average of \$10,000 in daily revenue.

- Led and directed a team of 25 employees to provide a high-level of customer service to a capacity of 2,000 guests.
- Developed and managed partnership with Pappy's Smokehouse to provide on-site food offerings.

Professional Soccer Player - Marlin Coast Rangers FC – Australia (2010-2011) | Carrick Rangers FC – Northern Ireland (2008-2009)

EDUCATION AND COMMUNITY ACTIVITIES

Bachelor of Science in Sport Management - Tusculum College - Greeneville, Tennessee (2006)

Co-Chair, CUREiosity (Since 2015) – Raised ~\$28,000 annually from sponsors and ticket sales to fund research at Siteman Cancer Center.