

GREGORY BELFORD

Las Vegas, Nevada
Mobile: 702.555.5555
gbello@notmail.com

Globally Respected for Driving Explosive Growth for Bars and Taverns



Chief Executive Officer / Preeminent Bar Industry Expert / Board Advisor

World-renowned for driving \$18+ billion in profit for global bar management companies. Industry revolutionary known for maximizing revenue by leveraging the most advanced forms of decision-making analytics. Trusted advisor to industry legends and iconic establishments.

Notable Achievements

- ✓ Created a globally influential firm with offices in 6 continents.
- ✓ Built devoted base of 30,000+ clients across 41 countries.
- ✓ Established the industry's preferred solution for bar pricing.
- ✓ Obtained 3 US patents and authored numerous publications.
- ✓ Started Nightclub & Bar Awards, the industry's premier honors.

BOARD APPOINTMENTS

Chairman of the Board / CEO
Bar Management Solutions

National Chairperson
Board of the American Nightlife Association; Worked extensively with Jon Taffer and Dale DeGroff

Editorial Board Member
Bar Business Magazine

Unrivaled Industry Expertise: Acclaimed as an international thought leader and respected as one of the world's foremost authorities on bar pricing. Advised top F&B management companies. Delivered engaging presentations for audiences of 2,000+.

Remarkable Profit Boosts: Designed solution that realized \$2+ billion in customer savings. Maintained perfect career track record, never failing to increase clients' gross profit by at least 100 basis points (bps); current average performance enhancement is 180 bps.

Board & Team Relations: Passionate about creating success for all stakeholders. Valued for building and energizing top-performing teams with a clear vision and high expectations. History of serving executive boards and committees representing the interests of bar owners, operators, and managers throughout the nightlife industry.

GLOBAL INFLUENCE

Opened offices in 7 countries, provided consultation in 41 countries, and delivered presentations in 28 countries.



EXECUTIVE LEADERSHIP

BAR MANAGEMENT SOLUTIONS (BMS), Las Vegas, Nevada

2014 to Present

FOUNDER / CEO / CHAIRMAN OF THE BOARD

Lead and motivate 220+ employees worldwide to peak performance levels while advising bar/nightclub companies across 41 countries. Empower bar managers to maximize margins by offering robust suite of mobile apps and data-driven solutions for strategic beverage pricing, inventory control, and cost containment.

Drove BMS to become the industry leader, opening international offices in Rome, Paris, London, Sydney, Tokyo, and Singapore.

- ▶ Enabled clients to achieve \$10,000/month profit improvements on average since 2015, without impacting consumer behavior, by creating BevTrac, the industry's most popular solution for beverage inventory tracking.
- ▶ Grew international client base to 30,000+ and advised nearly every major bar and nightclub management firm in the United States on revenue management. Served 280+ corporate clients, as well as tens of thousands of individual bar owners.
- ▶ Consistently exceeded the expectations of many upscale-dining chains, such as Morton's The Steakhouse, Fogo de Chao, Melting Pot, Ruth's Chris Steak House, and The Capital Grille.
- ▶ Provided personal consultation to the owners of all top 20 clubs in the United States, including XS Las Vegas, Hakkasan, Marquee Nightclub, TAO, LIV, LAVO, Surrender Nightclub, STORY, and Hyde Bellagio.
- ▶ Achieved average monthly revenue gains of \$7,000 among 30,000+ clients, increasing beer sales 22%, spirit sales 24%, and wine sales 29%.

Collaborated on hundreds of custom algorithms and 3 US Patents for BMS, including:

- USPT # 7,921,365 | Method for Determining Unit-Specific Price Sensitivities
- USPT # 6,085,547 | Method for Site Selection for Bar and Restaurant Chains
- USPT # 4,416,564 | Method for Allocating Advertising Resources





NIGHTCLUB CONSULTING FIRM, Las Vegas, Nevada

2001 to 2014

CONSULTANT

Provided expert advice to bars, restaurants, and nightclubs that significantly improved operations, revenue management, marketing, quality assurance rating, and menu development.

- **Realized radical increases in average monthly beverage sales for top 100 clients**, boosting beer sales 24%, spirit sales 21%, and wine sales 18%.



24%↑

Beer: Built eclectic, priced-right beer menus that boosted craft, imported, and domestic beer sales. Created innovative beer cocktails at finer establishments. Evangelized importance of beer release parties, keg tapplings, “hoppy hour” promotions, mug clubs, pub crawls, and special holidays.



21%↑

Cocktails: Differentiated bars/lounges by crafting irresistible signature cocktails worthy of social media buzz. Developed alcohol-free mocktails that appealed to sober diners. Reengineered drink menus with proprietary beverage cost formula that ensured healthy margins for all clients.



18%↑

Wine: Designed unique wine by-the-glass (BTG) programs that improved customer engagement and encouraged consumers to sample a larger number of vintages. Devised fascinating flight programs that sparked conversations with poetic product descriptions, historical facts, and tasting notes.

AREAS OF EXPERTISE

Revenue & Profit Optimization
International Business Tactics
Organic & Inorganic Growth
Metrics & Data Analytics
Social Media Marketing
Top-Tier Team Building
Regulatory Compliance
Risk Management
Board Relations & Governance
Committee Participation

Developed Bar Guide's 5-Star Rating System:

Worked with American Nightlife Association and established the Bar and Nightclub Assessment course at Cornell University.

Noteworthy engagements include:

- Assisting the royal family of Brunei on developing bars for global hotel acquisitions.
- Revamping drink menus for George V, Bar Hemingway, and Plaza Athenee in Paris, France.
- Modernizing The Champagne Bar NYC, an iconic destination at The Plaza Hotel New York.
- Consulting on tourism development for governments of Spain and Switzerland.

THOUGHT LEADERSHIP

- **Started Nightclubs & Bar Awards**, sponsored by American Express and Hiram Walker. Spearheaded 2,600 bar inspections in North America, South America, Europe, Asia, and Australia.
- **Developed 48 publications** regarding global markets, bar service concepts, chain restaurants, menu pricing, food pairing, national and global alcohol laws, marketing plans, drink preparation, guest checks/surveys, and critical success factors.
- **Featured in interviews in global media outlets**, such as BBC, Forbes, Fortune, Wall Street Journal, Al Jazeera, USA Today, Bloomberg Businessweek, The New Yorker, and Vanity Fair.
- **Delivered engaging seminars and presentations** across 5 continents on a wide range of subjects, including drink menu design and pricing, bar marketing, operational efficiencies, revenue and margin strategies, innovative concepts, and social trends.

ACADEMIC LEADERSHIP

EDUCATION

Cornell University

School of Hotel Administration

MSc, Bar Service Management

BSc, Hotel Administration

Taught at the university level in France, Brazil, Singapore, and the United States.

Cornell University, School of Hotel Administration

Associate Professor with Tenure (14 years), Committee on Bar Services (5 years), Institute of Beverage Science Research Committee (4 years), Faculty Advisor, Cornell Abroad (3 years), International Curriculum Committee (2 years), Food & Beverage Management Area Representative (4 years), Assistant Professor (7 years), and Visiting Lecturer (2 years).

Résumé Strategy

For this globally renowned bar and nightclub industry expert, I wanted to make an immediate and bold impression that spotlighted his global scope of influence.

In the very first line of his résumé, I wanted to highlight what I felt was his most impressive achievement, his career history of driving \$18 billion in profit for bar management companies around the world. I immediately followed this up with the Notable Achievements section that focused on his broad range of influence, awards, and patents.

Because his achievements were so incredible, I added a third section to his introduction to further clarify his top three differentiating characteristics, including his success in serving on many executive boards, as the client intended to use this résumé for corporate board positions. For this reason, I also listed his board appointments on the top right-hand side of the page. In addition, I developed a map that highlighted all of the countries that he traveled to in order to open offices, serve clients, interview press, or deliver industry presentations.

This client is very well known for creating a software solution that enables bar and restaurant owners to better track beverage inventory. That said, the client wanted to be known more for growing sales across different product types, because he felt executive boards would be more interested in this aspect of his career. So on the very first page, I highlighted with graphics how he was able to grow the average annual revenue of beer, wine, and spirits for his 30,000 clients. Then on the second page, I use the same graphics while going into greater detail on the different methods he used to grow sales for these three different product types.