

EDWARD (NED) BARKER

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PROFESSIONAL BACKGROUND

Accomplishments I am strategic and analytical, but mostly I make things happen. Programs I developed years ago are found in more than two thousand hotels today and are cornerstones of the their hotel brands. And they are complex, involving contracted purchasing, development of proprietary signature products, menu development, marketing, merchandising and training. I wrote or re-wrote the F&B Standards for 3 hotel brands. I engaged the IHG franchise community through the creation of the *F&B Council* (IHG franchisees' multi-unit F&B VP's) which still meets today, more than ten years later. I believe in *teaching*, which includes training but also measurement supported by feedback and reward (of which the most powerful is recognition).

2005–Now **President, Grill Ventures Consulting, Inc.:** Own/operate a consulting firm specializing in assistance to the restaurant and hospitality industries. Consulting projects span numerous hotel and restaurant chain brands. See: www.GrillVenturesConsulting.com. Developed, implemented and sold the **My Panini**[®] concept and restaurant chain.

1995–2004 **InterContinental Hotels Group (IHG)**

Vice President F&B, Franchise F&B: Developed and implemented North American F&B initiatives to support brand image and profitability of IHG's hotel brands. Created and successfully implemented industry-leading programs in more than 2,000 hotels. Developed F&B Standards for hotel brands. Created and managed the F&B Council from the IHG franchise community. Created solutions for hotels' F&B operations including low and high volume concepts, leased restaurant consulting, lunch and room service programs.

Manager F&B, CMH: Developed Convenience Courts & Cafés; successfully negotiated restaurant leases.

Prior to 1995 **Career path included single and multi-unit hotel and F&B management, restaurant management**

EDUCATION **University of Michigan, Graduated 1975, BGS cum laude**

ACTIVITIES Board of Directors, Global Soap Project (www.GlobalSoap.org) and Atlanta Center for Self Sufficiency (www.AtlACSS.org); occasional golf, early morning jogs, reading historical novels.