

Geoffrey Barker

7621 Rickenbacker Dr. Suite 500
Gaithersburg, MD 20879
Geoff.Barker@simplyfreshevents.com
240-286-2759

Objective: To leverage my extensive experience in the catering and events industry as a valuable asset to an ICA board position, bringing leadership, strategic vision, and a proven track record of success.

Professional Experience:

Simply Fresh Events *Owner and Vice President* 2015 - Present

- Established and co-owned Simply Fresh Events since 2015, overseeing all aspects of the business.
- Successfully managed the disaster catering division, ensuring efficient operations and high-quality service.
- Implemented strategic initiatives that contributed to the company's growth and profitability.

Previous Catering Experience:

High Point Catering *Director of Sales* 2007 - 2014

- Led the sales team to achieve and exceed revenue targets consistently.
- Managed key client relationships, ensuring satisfaction and repeat business.
- Oversaw personnel, providing leadership and guidance to achieve a high level of performance.

Skills:

- Strategic Planning
- Sales and Marketing
- Client Relationship Management
- Team Leadership
- Event Management
- Disaster Catering Operations
- Financial Management