

# Ken Barrett -Sweet

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## EVENTS AND CATERING EXECUTIVE STRATEGY AND EDUCATION

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Highly qualified executive manager offering more than 17 years of leadership within the event and culinary industry. Results-focused and effectual leader with proven talent for proactively identifying and resolving problems - increasing sales, controlling costs, automating operations systems, maximizing productivity, and delivering profit increases.

- Strategic Mission Planning
- Transformational Change
- Vendor/Venue Relations
- Team Leadership

- Profitability Analysis + Improvement
- Productivity Enhancement
- Cost Control Systems
- Operations Reengineering

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## PROFESSIONAL EXPERIENCE

**BG Events and Catering** | Boston MA

**2011 - Present**

**Executive Director** (2013 - present)

**Director of Events** (2011 - 2013)

Began employment with focus on sales development and operations process implementation. Used culinary experience in menu development and experiential design for customization of client activations.

- Leadership in day-to- day execution of culinary, operations, sales, production and support teams
- Increased revenue from \$2.3 million to \$7 million
- Strategic business acquisitions of first cafe contract (Facebook Boston) and first exclusive venue (Boston Society of Architects)
- Signed 6 new venue partnerships
- Lead market positioning and redefinition of target clients from corporate delivery catering to complete event planning and execution through innovative sales tactics
- Marketing strategy implementation using tertiary platform and social media for brand awareness and outreach
- Negotiated contractual program for food + supply purchases with national purveyor including porportioned rebate programs, reducing cost of food by 8% across all business lines
- Implemented an integrated approach in use of technology in planning and executing the events (Caterease, Excel, Staffmate, ChefTek)
- Team growth and development from 25 FTE to 52 FTE
- Developed new market of wedding sales with 25% growth each year over three years

**Catersource Conference + Trade Show (UBM plc)** **2008 - Present**  
**Adjunct Director Culinary Production + Education** (2016 - present)  
**Culinary Conference Director** (2012 - 2016)  
**Culinary Education Team Leader** (2012 - 2016)  
**Featured Speaker** (2008 - present)

Featured speaker in culinary innovation, event execution and operational expertise. Member of the education team implementing yearly conference and creating new culinary focused conference. Currently working as culinary operations and culinary education leader.

- Identify, develop and vet classes for culinary education and association sponsored classes
- Coach speakers in presentation styles, techniques and material offerings
- Facilitate back of house production of culinary conference and general education including speaker preparedness, av coordination, equipment + product needs and pre production requirements
- Produce three culinary competitions
- Enable curated sponsorship education and product use in coordination with sales team
- Conduct site visits and pre-planning strategy sessions to implement “wow” experiences for attendees
- Menu analysis and planning for attendee events

**Different Tastes | Boston MA** **2008 - 20011**  
**Executive Chef**  
**Director of Operations**

**Everything Iz, LLC | Birmingham AL** **2005 - 2008**  
**Executive Chef**  
**Director of Operations**

**Catering + Culinary Consultant | Birmingham AL** **2003 - 2005**

**Compass Group America - Morrison Management** **2000 - 2003**  
**Executive Chef**

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## EDUCATION, ACCREDITATIONS AND ASSOCIATIONS

**Culinary Arts** | Le Cordon Bleu | Paris France | 2000 - 2004

Master's studies in culinary sciences, hospitality management and food production

**BS Music** | Samford University | Birmingham AL | 1992 - 1997

Vocal performance degree

Master's degree studies in business administration

Post degree studies in education

**ServSafe Food Safety Manager Certification** | current

**TIPS Alcohol Service Certification** | current

**International Caterers Association** | 2006 - present

Culinary Council Member 2006 - present

Producer CaterArts Chef Education Program 2006 - 2009

President Culinary Council 2008 - 2012

Board of Directors 2013 - present

Marketing Pillar Chair 2015- 2017

**International Live Events Association** | 2014 - present

Education Committee Member

**ServSafe Food Safety Manager Certification** | current

**TIPS Alcohol Service Certification** | current

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## INFLUENCERS

-Simon Sinek (Why Leaders Eat Last)

-Disney Institute

-Linda West (Education)

-Meryl Snow (Sales Strategy)

-Richard Thaler (Nudge)

-Jack Stack (Great Game of Business)

-Mike Roman (Operations + Sales)

-Colin Cowie (design)