

# JIM WHARTON

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## SUMMARY

A visionary Sales Leader and Logistics Expert with a proven track record of spearheading exponential growth by innovating and executing multi-million dollar lines of business for Southern California's premier full-service catering company, New York Food Company

## NEW YORK FOOD COMPANY (NYFC), MANAGING PARTNER

Los Angeles, CA, 1985 – Present

- After joining company founded in 1979 in part-time sales capacity, grew to lead Sales and Marketing teams while driving business growth, transforming corporate drop off caterer grossing under \$500K, to full-service catering company grossing \$15M annually at its peak
- Oversee 10+ direct reports and manage peak staff of 100 full-time and 200 contracted professionals to flawlessly execute 2500 catered meals and 150 events/deliveries weekly
- Identified underutilized capacity and developed new, profitable revenue streams, including social catering, corporate event catering, weddings, in-flight catering and concierge, large-scale events (3K+), liquor sales, wholesale foods, and event spaces
- Use relationship-driven tactics to maximize impact of lean marketing and advertising budget, including cultivating relationships with tastemakers in Southern California's events community, and nurturing relationships with existing clientele
- Personally train and manage 100+ sales professionals to date, instilling communication-driven sales strategy focused on building trust, identifying goals, and exceeding client needs, in addition to delivering sales training to service staff
- As operational lead with full P&L accountability, evaluate all purchase decisions and ensure optimal cash flow position
- Apply expert grasp of labor/food costs and regulations, market opportunities, and industry trends to develop and execute short- and long-term strategic plans
- Lead internal and external teams to execute brand and marketing initiatives
- Work collaboratively to identify and execute cost-saving and differentiation strategies
- Evaluate and hire vendors, negotiating contract terms and monitoring ongoing performance
- Create customized corporate dining programs for hotels, corporations and small businesses
- Serve as face of company, speaking regularly at industry events and contributing features to industry publications
- Negotiate exclusive and semi-exclusive catering agreements with high-profile venues across Southern California
- Shepherded company through 2008 recession, balancing people-first approach with strategic considerations to ensure company's survival during difficult period

## SELECT ACCOMPLISHMENTS BY DIVISION:

**DROPOFF NYFC:** Built and opened 7 kitchens totaling more than 50K sq. ft. and successfully deliver millions of meals

**CELEBRATIONS BY NYFC:** Built social catering department from the ground up, leading design team to create 15K+ custom weddings to date; in addition to catering, provide full-service event design services to clients

**CHEFS WITH ALTITUDE:** Conceived and launched private and carter jet in-flight catering and concierge service, now responsible for 20% of company's revenue and catering to high-profile clientele including foreign royalty, corporations, celebrities and sports superstars including Jessica Alba, Tommy Hilfiger, Coca-Cola, Apollo Jets, AT&T, Honeywell, JP Morgan Chase and more

**LARGE SCALE EVENT CATERING (3K+):** Define operational requirements and develop best practices to provide large scale event catering for up to 10K, including multiple BCS bowls at Rose Bowl

**EVENT VENUES (PROPERTY MANAGEMENT):** Expanded into property management by leasing event venues across Southern California, including La Venta Inn, Verandas Beach House, and The Catalina Room, negotiating leases, building out spaces and managing on-site maintenance, landscaping and booking teams

**NYFC FINE WINES AND SPIRITS:** Brought liquor sales in-house by developing liquor store, in addition to maintaining multiple liquor licenses

**WHOLESALE:** Created wholesale division to sell products to restaurants and other caterers, and entered into lucrative contracts with multiple food startups and established companies

## AFFILIATIONS

Member: ABC, MPI, NACE

Founder: South Bay Event Professionals (SBEP); Wedding and Special Events Association (WSEA)

## EDUCATION

Certificate in Hospitality Management, Johnson County Community College