

Chief Operating Officer

120-Unit Quick Service Restaurant Franchise based in the Northeast

About:

With an already well-defined concept consisting of 100 units, this company was looking to develop a smaller, regional sandwich concept as well. So, a new role was created for the position of Chief Operating Officer in order to develop the concept, build brand awareness, and streamline operations.

Challenge:

Most of the organization's senior leadership has been promoted from within the company. The CEO was looking to bring in talent from the outside in order to offer a new and different perspective, but also to bring in brand development. Operations are spread out over three states in a wide geography for only 20 stores. The company needed to hire someone who could bring centralization to the operational process, develop menu offerings in a competitive segment, and develop the brand beyond its regional stronghold.

Solution:

Past performance was crucial as the client desired candidates with proven track records. And, because cultural fit was important, we vetted candidates who were familiar with the three state territory from past work experience. We developed candidates who were able to work independently and bring solutions.

Results:

After one year, the chosen candidate was successful in increasing system-wide sales by 15%. He was also instrumental in simplifying the menu offering, and thus creating better back-of-house work flow. This decreased the amount of unnecessary products and maximized operational efficiencies.