

Michael Salmon

917.902.9373 | mikeafish@aol.com | 250 13th Avenue NE, Saint Petersburg, 33701 FL

Award-winning hospitality industry executive with proven management track record in multi-unit, high profile, high-volume and fine-dining establishments in New York City.

EXPERIENCE:

New York Yankees & Hard Rock Group – Consultant. New York, NY. (02/2015 – current).

Contracted by Hard Rock executive branch and NY Yankees senior management team, to systematically overhaul all facets of underperforming NYY Steak units at Yankee Stadium and Rockefeller Center.

Working with marketing teams, architect and designers to re-launch the brand.

Increase sales, reduce operating costs and dramatically improve the guest experience.

Inclusive of: Culinary, all staffing, facilities & management systems.

Mina Group | Locale Market - Director of Operations. St.Petersburg, FL. (01/2014 – 01/2015).

20,000 sq.ft culinary marketplace with thoughtfully sourced produce, meat and seafood with an emphasis on the local region.

A shopping and dining destination including bakery, wine store, meat aging program, coffee shop, bar and dining, grill and offering the freshest, finest artisanal foods and grocery.

Patina Group | Multi-Unit General Manager. New York, NY. (04/2000 – 01/2014).

Total operational and P & L responsibility for all units. Totaling \$13.4 million in annual sales. Responsibilities include: Budgeting and forecasting, supervision of management team of up to 20 and support staff of 200, creative control, menu and recipe development, advertising, design & build, merchandising, lease negotiations, public relations with clients and liaison to Macy's Department Store senior executives.

Over tenure increased combined annual unit sales by over \$6 million at two Macy's properties, to reach current level of over \$13 million, with a net profit of \$1.5 million, and reversed outstanding losses in less than one year.

Cucina & Co.

- ⌈ *Highest grossing of three Cucina & Co. in NYC. 15,000 square foot retail foodservice operation.*
- ⌈ *Annual sales of \$8.5 million.*
- ⌈ *Offering a wide range of freshly prepared meals served at numerous "Action" and "Grab & Go Stations" throughout the marketplace. 2-3,000 meals served daily (breakfast, lunch and dinner) including \$300K corporate catering department. Check average \$9.75.*
- ⌈ *Retail merchandise includes: extensive gourmet specialty line, gourmet chocolates & corporate gift basket program, caviar and more.*

Macy's Cellar Bar and Grill Restaurant

Developed "Macy's Theme" dining concept. Designed, executed and supervised installation of 225-seat restaurant environment and menus.

- ⌈ *Annual sales of approximately \$4.6 million, \$21.00 check average.*
- ⌈ *Based on extensive demographic research, created fairly priced, user-friendly "burger and beer" menu.*
- ⌈ *Researched Macy's archives as basis for "museum-like" atmosphere heralding 150 years of history in the "World's Largest Store" and New York's third most popular tourist destination.*
- ⌈ *Presented concept and design to RA-Patina CEO, Nick Valenti and Macy's/Federated Department Stores CEO, Hal Kahn for approval and funding.*

2005 U.S. Open Tennis Tournament – Supervised entire "Food Village" foodservice operations at this world famous tennis tournament. Sales in excess of \$3.5 million over 3-week tournament, serving over 400,000 guests.

2004 Republican National Convention - Director of Catering for the 5-day convention at Madison Square Garden in New York City. All aspects of catering and client relations.

Chef's Theater on Broadway - "Celebrity Chef/Dinner Theater Concept" opened in the famed Supper Club Theater in the heart of Broadway. Foodservice contract. Fee account. Opened 4/04. Worked directly with Todd English, Tyler Florence, Tom Valenti, Michael Lomanaco, Rick Moonen, Mary Sue Milliken and Susan Fenniger on the project.

Chez Louis Restaurant | Director of Operations. Rockefeller Center, NY. (11/1996 – 03/2000).

Reopening of David Liederman's (founder of *David's Cookies*) highly rated, 250 seat French Bistro. Responsibilities included: overseeing construction, staffing, training, systems implementation, Micros programming, banquet development. Received Two Star NY Times review six weeks after opening.

The Lobster Club Restaurant | General Manager. New York, NY. (05/1995 – 09/1996).

Continued collaborative association with famed Chef Anne Rosenzweig, at her second critically acclaimed contemporary American Restaurant. NY Times Two Star review.

Absolut Vodka National Promotional Tour | TV Host. Nationwide. (03/1993 – 03/1994).

"Director of Absolut Lifestyles" 26-City National Media Tour promoting product line on network and cable television. Developed recipes & cookbook, *Lite Cooking with Spirits*, for this brand as a part of public relations campaign.

Mayor Edward Koch | Personal Chef. New York, NY. (1/1990 – 3/1993).

Chef for the Mayor's official and private high profile celebrity functions. Serving guests, Barbara Walters, Henry Kissinger, Senator Hillary Clinton, Cardinal John O'Conner, Jackie Onassis and more.

Mickey Mantle's Restaurant | Executive Chef. New York, NY. (11/1989 – 03/1993).

New York's premier "Sports Restaurant and Bar". \$6 million annual sales. Received Fox TV and NY Daily News "Heart Healthy" Award.

Arcadia Restaurant | Chef de Cuisine. New York, NY. (07/1987 – 10/1989).

Collaborated on menu and recipe development with owner, Chef Anne Rosenzweig. During tenure received Four Star rating from Mimi Sheraton of NY Times.

The 21 Club | Saucier. New York, NY. (05/1986 – 07/1987).

Developed extensive culinary expertise, serving under famed Four-Star French Chef Alain Sailac and Chef de Cuisine Geoffrey Zakarian of Le Cirque Restaurant, in New York.

CONSULTING:

- Oheka Castle and Restaurant
- Sugar Restaurant and Lounge

AWARDS & ACHIEVEMENTS:

- 2011- 24 Hour Restaurant Challenge - TV Finalist
- 2007 - "OUTSTANDING ACHIEVEMENT AWARD"
Patina Restaurant Group - Highest Customer Satisfaction, Foodservice
- 2007 - The Next Food Network Star Finalist on Food Network's reality cooking program
- 2005/2006 - Wild Salmon Food Talk. Air America Radio 1190 WLIB. Creator, host and writer.
- 2003 - "RESTAURATEUR OF THE YEAR" Restaurant Associates/Patina Group/Compass, NA.

EDUCATION:

- Culinary Institute of America, Hyde Park, New York. (1980-1982).
- SUNY at New Paltz, New Paltz, NY. (1973-1976).
- C. W. Post College, School of Business, New York. (1976-1977).