

Thomas James Harper, MBA

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COO / President

Professional Summary

Entrepreneurial, cross-sector, and innovative executive-level restaurant marketer (B2B, B2C) with domestic and international experience leading complex multimillion-dollar business development and expansion endeavors, to include marketing, sales forecasting, new market entry, revenue planning, hub-and-spoke logistics, regulatory fluency, staffing, labor relations, brand communications, and systems optimization – from HQ to the field – in high-profile, high-risk, and/or unpredictable economic settings. Fluent in Spanish and Polish.

Select Achievements & Impacts

- ✓ Grew Net Profit within Yum! Restaurants International Pacific Rim Division by \$1M (8%) each year for five consecutive years (business to business sales transactions in California, Hawai'i, Guam, and Fiji).
- ✓ Increased Lead to Prospect & Prospect to Franchisee ratios by 50%
- ✓ Opened 38 new Pizza Hut, Taco Bell & KFC restaurants within four years in the U.S. and Europe.
- ✓ Opened 15 new Voodoo restaurant locations in 18 months.
- ✓ Led non-U.S. market development and adaptation of diverse American restaurant concepts to mitigate logistical, language, and cultural barriers.
- ✓ Promoted leadership in the Operations, Marketing, Finance, and Development Functional areas.
- ✓ Extensive commercial construction and development experience nationally
- ✓ Signed 45 Franchise owners in 18 months with Voodoo Licensing LLC
- ✓ Entered 10 new US markets in 18 months with Voodoo Licensing LLC
- ✓ Executive Coach / Communications Lecturer / Presentation and Management Skills Trainer

Professional Leadership

Tom Harper Consulting

2023 – Current

Owner

- Business life cycle consulting from incubation to exit.
- Functions – Operations, Marketing, Human Resources, Development, Construction, Finance, Logistics
- Industries – Restaurant, Construction, Real Estate, Service, Physical Fitness.

Voodoo Licensing LLC

2021 - 2023

COO

- Grow the Voodoo brand nationally – 46 new Franchisees signed into ten (10) expansion markets.
- Functional oversight of Operations, Culinary, Legal, Human Resources, Marketing, & Logistics
- Hiring, training, and development of all executive leadership teams
- Full P&L responsibility signatory authority for all contracts and financial transactions
- Liaison between Board of Directors and Franchise Community

- Created historic and scalable business model within the Craft Beer space.
- Moving the company from “start-up” to scalable growth platform via systems and procedures implementation
- Negotiated new business partnerships with CBRE, Sysco, Kyoo, LGA, SFV, ADP, Square, Bartrack, Gordon Foods, Andy’s, Laurel College(s), & PNC Bank
- Functional oversight of Operations, Culinary, Legal, Human Resources, Marketing, & Logistics

REGO Restaurant Group

2019 – 2020 (Covid-19)

Vice President, International

- Global Development of the Quiznos & Taco Del Mar Brands
- 200+ Locations covering Europe, Asia, The Middle East, S. America & Africa
- Functional Franchisee support to include Operational Excellence, World Class Marketing Strategy, Logistics Optimization, New Market Penetration, Contractual Negotiations, & Human Resource Planning

World Franchise Headquarters, LLC dba Subway, Connecticut

2017 – 2018 (Contract)

Director of Operations, North America

- Ensured operational integrity of 26,000 + Subway franchised restaurants across the United States and Canada, with 15 direct reports and 53 matrixed reports.
- Cross functional optimization of marketing, logistics, quality & assurance, B2B & B2C sales, and development. Executed finance, HR, legal, and R&D departmental objectives via best practice sharing, learning and evaluation, and cross functional team objectives.
- Created and implemented operations programs and procedures, to include 3rd Party Delivery, Remote Order, Catering, Store Design (linear flow), Time and Motion Labor modeling, Franchisee Company Organizational design, and logistics.

Harper Consulting, Hawai’i & Texas

2014 - 2017

Independent Consultant

- Consulting services relating to acquisition of the franchise and/or ownership rights of Wendy’s Hamburgers, Dunkin Donuts, Burger King, Ben & Jerry’s Ice Cream, and Maui Charter Sailing Company.
- Mergers and Acquisition \$2M - \$7M; New Market Expansion Pacific Islands.
- Awarded market rights to operate the Outback Steakhouse restaurants in the State of Hawai’i.
- 3rd Party delivery expert optimizing omni channel revenue in conjunction with controlled risk.

Yum! Restaurants International, Honolulu, Hawai’i

2004 - 2014

Managing Director, Pacific Rim

- Corporate lead for all systems of 13 Franchisee companies, with 200+ restaurant locations to include market development, operational procedures, financial accountability, international Franchisee contracting, staffing, marketing program development and execution, and brand compliance for Pizza Huts, KFCs, Taco Bells, A&Ws & Long John Silver’s throughout Hawai’i, Pacific Rim, Japan, and S. Korea.
- Project lead on Franchisee development in both new and existing markets; closed sale of 100 Pizza Hut and Taco Bell locations in Hawai’i & Guam from Brentwood Associates to Nimes Capital (\$25M to \$75M in sales).

Education

MBA, Hawaii Pacific University (Honors, International Business)

B.S. Finance, Northern Arizona University

High School, Punahou