

Major Lee White IV

HOSPITALITY EXECUTIVE

Yacht Club Management • Restaurant Operations Expert • Premiere Catering Services

A highly experienced, profit-oriented professional with an impressive record of accomplishments in high-volume restaurants and upscale, private club dining environments. Skilled at developing and executing targeted business initiatives that drive membership growth, deliver top quality service and enhance bottom-line profits. Areas of expertise include:

- Operations Management •Growth & Profit Enhancement •P&L/Budgeting/Cost Control
- Personnel Management •Business Planning & Organization •Membership/Guest Relations
- Increasing Club Membership •Quality Service Delivery Systems •Premiere Catering

WORK

EXPERIENCE:

Discovery Land Company- Baker's Bay Golf and Ocean Club, Abaco, Bahamas- Jan.2011- Current- COO/GM

- DLC owns and operated 14 private clubs in the U.S (including Hawaii) and Mexico
- BBC is a Discovery Owned property with Tom Fazio designed golf course, Outdoor Pursuits, Beach Clubs, F&B outlets, 200 boat slip marina
- Directly Involved in the Sales Program at BBC- \$250mil. in sales/54 real estate transactions in 2012
- Manage all Operations for exclusive, private resort in the Caribbean
- Direct a staff of 250 employees within 16 departments
- Responsibilities include-Annual, operating budgets, implementing training programs, transportation for members/staff
- Provide direction and guidance to all staff and dept. heads
- Create Orientation programs for staff as well as new Baker's Bay Members
- Coordinate private aircraft charter to and from the Caribbean on a weekly basis
- Goals: To provide the most memorable and life lasting experiences for our elite membership

Figure Eight Island Yacht Club, Wilmington, NC April 2008 – November 2010 *General Manager/Chief Operations Officer*

Managed daily operations for exclusive private Yacht Club with primary focus on developing and maintaining a sound organizational structure.

- Provided leadership and direction to a staff of 80 employees
- Worked closely with 7 department heads to execute policies and procedures
- Managed Operating, Cash Flow & Capital Budgets in conjunction with CFO
- Interacted with Board of Directors, executed business development strategy and significantly increased membership
- Ensured highest standards met with regard to club activities including food and beverage, sports and recreation and all other special events
- Initiated and maintained basic management philosophy of achieving optimal operating results and creating environment of high employee morale and member satisfaction.

Cape Fear Restaurants, Wilmington, NC April 2004 – April 2008

Partner

General Manager overseeing two premier area restaurants, Savannah's and South Beach Grill.

Major Lee White IV Page 2

- Created and directed training of all staff, both front of the house and kitchen
- Ensured highest standards of service and hospitality
- Coordinated all organizational plans for business operations including short and long term planning
- Developed all menus with Executive Chefs in a cost effective manner
- Developed solid relationships with purveyors and food and beverage distributors
- Full P & L responsibility and created financial statements on weekly basis
- Inventory control of all goods and assets belonging to Cape Fear Restaurants

Coastal Gourmet Catering Co., Wilmington, NC May 2000 – April 2008

Owner/Operator

Owned and operated upscale catering business providing services to private chefs on Yachts and in residences.

- Built business from ground zero to highly profitable organization
- Catered major events, responsible for all staffing, menu creation, coordination of activities ranging in event size from 4 to 400 persons
- Worked directly with clients and/or event planners to determine need and ensure flawless performance
- Created all marketing material to promote services and target specific markets

Brasserie JO, The Colonnade Hotel, Boston, MA October 1998 – May 1999

Assistant General Manager

Assisted in development and creation of new high end restaurant and boutique hotel property owned by Lettuce Entertain You of Chicago, Illinois.

- Established meetings with contractors, purveyors and developers of new property
- Developed and implemented all training procedures for staff
- Key participant in all planning meetings with partners
- Facilitated relationship between hotel employees and restaurant employees to ensure continuity of service

Ajax Tavern & Little Nell Hotel, Aspen, CO November 1996 – August 1998

Assistant Manager

Assistant Manager of property belonging to Real Restaurants of Sausalito, CA. Partners included Michael Chiarello and Cyndy Pawlcyn. Ranked in top 3 restaurants in Aspen in Colorado.

EDUCATION:

Roanoke College, Salem, VA

Bachelor of Arts, Sociology, 2004

The Hill School, Pottstown, PA

Private preparatory school for boys, Grades 9-12; Graduated 1989

PROFESSIONAL

DEVELOPMENT: Business Management Institute, Atlanta, GA October, 2009

Completed BMI I Coursework

PROFESSIONAL

AFFILIATIONS: Club Manager's Association of America, Nationally & North Carolina Chapter

SPECIAL

SKILLS: Proficient in Micros, Aloha and Jonas POS Systems