

*Karen Malody*, MSW, FCSI

**PROFESSIONAL RESUME**

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**OVERVIEW**

Forty years of Food and Beverage experience, with particular focus on concept and product development, ideation leadership, converting trends into actions plans, team-building, product market entry strategy, and profit responsibility. Venues have included wholesale, retail, manufacturing, grocery, restaurants, Business and Industry (B & I) and media.

**PROFESSIONAL EXPERIENCE**

**CULINARY OPTIONS (CO)**

Santa Fe, NM  
Owner and Principal

1997- current

A food and beverage consultancy whose aim is to provide professional advice for contemporary restaurant and B&I operations from concept ideation through product and/or menu development. Relevant experience to the KNIC project is covered in the FRP submittal.

CO also offers support for staff training; operational efficiencies and production; positioning and marketing is offered.

Client list available at [www.culinaryoptions.com](http://www.culinaryoptions.com).

**STARBUCKS COFFEE COMPANY**

Seattle, WA

1993-1997

**Director**, Food & Beverage and Special Projects (1993-1997)

Recruited to establish a Food and Beverage Mission statement and business strategy to focus and improve current operations and create a context for future decisions.

Systematized key information and tracking mechanisms.

Restored interdepartmental relationships required to meet department objectives.

- Developed a long-term budget for the \$400 million division
- Established the first Food & Beverage Analysis and Monthly Report program
- Researched and conceptualized a new, full-service, sit-down food concept

- Created, presented, gained approval for and implemented a Regional Food Manager Program to educate regional employees on Food and Beverage management protocols, monitor quality standards and negotiate better vendor contracts
- Exceeded \$80 million dollar food sales goal by 7%
- Reduced food costs by 3% through menu strategy shifts and re-negotiated contracts
- Opened 25 new geographically-diverse pastry markets in one year, on time, on budget

**Director, Menu Development (1995-1997)**

Promoted to identify relevant industry trends and introduce them to the company through innovative concept and product ideas.

Also responsible for creating strategy to guide prototype development and to establish Gold Standard attributes for all products in preparation for implementation.

- Staffed and trained entire new department staff
- Conceived and launched a New Product Development Process
- Brought 47 products to Gold Standard level within first 8 months
- Collaborated on creation of national manufacturing and distribution strategy
- Established a Core Menu strategy; articulated and gate-kept standards for all menu items
- Key team member in developing and implementing the Frappuccino initiative

**LARRY'S MARKETS**

Seattle, WA

1989-1993

**Senior Director, Product Development (1989-1991)**

**Vice-President, Food Services Division (1991-1993)**

Recruited to direct concept, product and business strategies for Cafe, Special Food Court Kiosk programs, Catering, Meals-to-Go, Bakery, Deli and Prepared Food departments in 5 upscale supermarkets.

Set budget for the \$25 million division.

Responsible for directing development and business decisions for Private Kitchen commissary.

- Restructured, with outside consultant, management and labor dynamics in

various departments, and centralized key food production at commissary, all which led to more efficient production schedules and 25% savings

- Re-designed all department menus and implemented sales tracking systems that led to savings in lost fresh foods of 20%
- Doubled catering sales within 1 year due to improved menu and new Box Lunch and Delivery program
- Conceived, developed and implemented 5 new food programs within 3 years, increasing overall division sales by 25%

### **RESTAURANT SERVICES INC.**

Seattle, WA

1983-1989

#### **Senior Director, Menu and Product Development**

Responsible for development and implementation of core concepts and menu items for six full-service, upscale restaurants with annual sales of \$15 million in the Pacific Northwest.

Created first kitchen procedure manuals and training materials.

Implemented recipe documentation and costing system.

Wrote all menu copy.

- Developed complete menus for four new restaurants and re-vamped menus for two existing stores - all on schedule
- Met, or exceeded, projected food cost goals in all new units and reduced food costs 5% in existing units while maintaining customer perception of value and quality
- Reduced SKUs by 22% through cross-utilization of ingredients
- Improved customer satisfaction ratings 10 percentage points from "Good" to "Excellent"

### **PACIFIC RIM NATURAL FOODS COMPANY**

Seattle, WA

1982-1983

#### **Sales and Marketing Director**

Directed sales and marketing for the largest natural foods wholesaler in the Northwest with annual sales of \$8 million per year, which included managing a sales staff of 8 people and overseeing success strategies for over 200 retail customers.

**GREGORAKIS, INC., COOKING SCHOOL & CATERING**

Seattle, WA

1977-1982

**Owner and President**

Conceived and directed all cooking classes, catering menus and events, and media promotions for this leading Culinary company; authored multiple recipe booklets for local and national food companies.

**AWARDS AND PUBLICATIONS**

Awards and achievements available at [www.culinaryoptions.com](http://www.culinaryoptions.com).

**EDUCATION**

Bachelor of Arts English, Honors  
Whitworth College, Spokane, Washington

Masters of Psychiatric Social Work, Honors  
University of Washington, Seattle, Washington

**SPECIALIZED PROFESSIONAL TRAINING**

Please view this at [www.culinaryoptions.com](http://www.culinaryoptions.com).