

# JBH ADVISORY GROUP

BRIAN BERGER

## EDUCATION

- Cornell University, School of Hotel Administration

## PROFESSIONAL AND BUSINESS EXPERIENCE

- *Type of Work Completed:*
  - Hospital Food and Nutrition Services Assessment: Conducted over 70 hospital food and nutrition assessments to locate cost reductions, reduce contractual risk and increase service/quality. Created a formalized program for obtaining transparency within a hospital's contractual agreement. Developed a new hospital contractual structure which puts the financial risk on the contractor, thus protecting the hospital from both a financial and operational perspective.
  - Due Diligence: Completed financial and operational assessment on both buy and sell side of hotel, gaming and restaurant transactions; developed strategy for the acquired company on a go-forward basis
  - Operational Analysis: Conducted four wall assessments for multiple food service operations to determine areas of opportunity, develop strategies for improvement, set policies and procedures and increase profitability
  - Financial Analysis: Provided diagnostic studies of historical financial information; benchmarked the information to competitors and industry norms; developed complex financial models and projections
  - Market Analysis: Performed industry, competitor, segment, location and concept research; utilized research to assess specific market factors and developed strategies to coincide with trends/conditions
  - RFP Process: Analyzed contract foodservice facilities, determined need for an RFP and assisted corporations in conducting the entire RFP process from site tours to the eventual vendor selection

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## BRIAN BERGER (CONTINUED)

- Litigation: Prepared expert witness opinions; conducted research and developed strategies for client and expert witnesses; produced valuations of restaurant entities for litigation purposes
- Real Estate: Conducted comparable studies of multiple markets; developed site selection criteria and construction guidelines; created models optimizing real estate usage verse profitability
- Gaming: Developed gaming projection models for proposed casino developments; assessed accuracy of similar projections for developers, governments and financial institutions
  
- **Experience:** Mr. Berger brings over 18 years of food service management, development, operational and financial analysis and advisory experience to JBH. In his most recent position, Mr. Berger spent eight years as a food and beverage consultant within PricewaterhouseCoopers Hospitality & Leisure practice. He is experienced with most segments of the food and beverage industry, including contract dining (in hospitals, businesses, stadiums, universities, etc.), private and public, casual and upscale full-service, quick service and fast casual establishments. He has worked with both domestic and international foodservice clients. Mr. Berger developed/operated his own establishment, the Annapolis Grill in Washington DC.
- Mr. Berger's projects include contract dining assessment, franchise development, full-service restaurant development, design, creation of operational policies and procedures, financial assessment, operational assessment, program development, transactional due diligence, lease negotiation, site selection, competitive analysis, market analysis and strategic planning.
- He has worked for restaurant, consulting and contract dining companies, including: PricewaterhouseCoopers, ARAMARK, Houston's Restaurants, Legal Seafoods and Domino's Pizza.

## PROFESSIONAL AND BUSINESS AFFILIATIONS

- Member of the Cornell Hotel Society
- Member of the Cornell Alumni Admissions Ambassador Network
- Member of the National Restaurant Association
- Serv-Safe Certified