

Robert "Tim" Garcia  
GEC Associate Consultant non-commercial foodservices

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**OVERVIEW**

Robert "TIM" Garcia is a leader with a track record for rapidly growing both revenue and profit margins in highly competitive businesses where success hinges on effective relationship development, creative product innovation, skillful people management and consistent service delivery. He has fifteen years of in-depth experience meeting and exceeding the expectations of diverse customer segments ranging from the general public to executives and professionals. He uses his MBA and excellent Computer Skills to build a cohesive and energized staff and management team

**PROFESSIONAL EXPERIENCE**

**FOOD FOR THOUGHT ENTERPRISES, Lincolnwood, IL**

**Since 1992**

*Food for Thought Enterprises is a holding company that owns and operates a catering and special event company as well as a contract dining services subsidiary that provides a full range of conference center management, restaurant, pantry, vending, and facility design and construction services. The holding company generates \$25 million in revenue/year from operations in Illinois, Michigan and Wisconsin.*

**Vice President, Food Service Management Division**

Manage a staff of 250 people responsible for marketing, planning and delivering the full range of customized food service-related programs at 15 locations in the greater Chicago area and that generate more than \$14 million in revenue/year by serving clients in the corporate, cultural, recreational and educational sectors. Personal responsibilities include strategic planning, proposal development, sales, contract negotiation, client relationship management, program development and financial planning/management with a goal of meeting and exceeding both demanding client expectations and aggressive financial goals.

- § Generated more than \$4 million in annual managed revenue by winning the food service contracts of three major Chicago-based international law firms in an 18 month period. Personally negotiated and closed each contract based on ability to address unique feature and service requirements of each prospect.
- § Protected the realization of more than \$3.5 million in annual revenue by renegotiating a contract to manage the restaurant and other food services in a major Michigan Avenue multi-tenant office building. Termination of the relationship, which was endangered by unfulfilled financial commitments made by the previous account manager would have

resulted in loss of the ability to compete for catering and food service business in the lucrative downtown market.

- § Personally developed a relationship that led to the generation of \$2.6 million in annual revenue by managing the restaurants and pantry and catering services in five suburban multi-tenant office buildings owned by an East coast REIT. Won the business by proving capabilities and commitment by successfully managing one small and marginally profitable facility on a trial basis.
- § Achieved a competitive advantage and a reputation for exceptional service delivery by maintaining an extremely low employee and manager turnover rate as the Company grew from 30 to more than 250 employees.
- § Enabled the Company to achieve its long term growth potential after its basic viability had been proven by designing and overseeing the construction of a new company-owned headquarters facility.

**GK GRAPHICS CORPORATION, Chicago, IL**

**1990 to 1992**

**Studio Manager/Art Director**

Personal responsibilities included strategic planning, lead generation, sales as well as managing all administrative functions of the company. Managed staff of illustrators, copywriters and designers responsible for executing graphic design and production projects for commercial customer base.

**Prior to 1990**

Visual Merchandiser - Neiman Marcus, Chicago, IL / Business Manager – Perspectives Architecture Films, Chicago, IL

**EDUCATION**

MBA – Management, Loyola University, Chicago, IL  
BA – Industrial Design, University of Illinois, Chicago, IL