

# CLAYTON FITCHETT

Plano, TX | 214.586.0715 | [www.linkedin.com/in/claytonfitchett](http://www.linkedin.com/in/claytonfitchett)

Texas CPA eligible business leader leveraging broad experience & education in project management, operations support, and business development opportunities to positively impact the company strategy, vision, and direction. Adept communicator with a servant-leader approach to motivating high-performance teams across business functions, consistently delivering reliable, predictable, and profitable results for an organization.

## BUSINESS HIGHLIGHTS

- Engaged internal & external stakeholders in collaborative processes to advance **Business Development**; participated in new construction planning, business launch/closures, franchising/refranchising, and lease reviews
- Created and executed a valuable new store opening **Business Process Improvement**, refining the system for shortened turnovers (3 weeks to 5 days) and financially targeted use (less expense, meeting budgets) by the corporate and franchisee new unit opening teams.
- Demonstrated an aptitude for learning and applying new information quickly, identifying and resolving problems efficiently, and utilized **Strategic Planning** to prioritize projects in high-volume, fast-paced environments. Directed **Capital Budgets** to support the strategic direction
- Built trusted partnerships relying on excellent **Communication Skills**—most recently implemented and managed crisis communication, enterprise communication, and delivering content for yearly leadership conferences
- Established positive **Vendor Relations** and 3<sup>rd</sup> party partnerships supporting over 250 corporate and franchise locations averaging \$2.2M volume each
- Steered **Brand Management** goals, developing business plans for market growth while managing costs controls & multi-million-dollar budgets across multiple brands and locations
- Led **Project Management** activities, coordinating and aligning resources with the various departments to meet timeline and budget goals in cross-functional projects
- Deployed efficient **Cost Management** system conversions including Aloha POS (point of sale) and CrunchTime (COGS, inventory, labor management)
- Successfully launched numerous customer-facing digital initiatives (third party marketplaces, loyalty apps, new revenue lines) driving **Customer Satisfaction** metrics
- Performed internal **Operational Auditing**, leveraging technologies that included iAuditor and Ecosure/Ecolab to provide the most effective audit design & analysis, and maintaining quality & service standards
- Directed **Accountability Training**, **Servant Leadership**, and **Situational Leadership** workshops to produce highly productive cross-functional teams; created and maintained accurate job aids and reference materials
- Domestic and international travel up to 50% of the time, addressing **Global Business Development** activities across Canada, Mexico, and France

## BUSINESS EXPERIENCE

### Self-employed consulting – Dallas, TX

2020 - current

#### *New Store Opening Process and Project Management*

2020

- Served as liaison between the Franchisee group and Corporate, maintaining consistent communication to facilitate final construction finish, pre-opening events and promotions, a successful opening, and support growth efforts for the next location.
- Expedited new business process setups, identified and remedied pre-opening process gaps, led recruitment and onboarding efforts, and coordinated initial ordering and delivery schedules.

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**Le Duff America – Dallas, TX**

**2008 – 2020**

*DIRECTOR OF OPERATIONS SERVICES*

*2017 – 2020*

- Facilitated major business process improvement initiatives, including internal process conversion, integration of 3<sup>rd</sup> party marketplace partnerships, and effective management of intra-company communication protocols & delivery
- Developed the New Restaurant Opening Project Management Tool Kit utilized organization-wide
- Managed cross-functional coordination of weekly communications to the franchise community and field operations
- Assisted business development and market growth opportunities, coordinating logistics, budgets, and new store opening processes for the corporate, franchise, and non-traditional locations
- Created and managed process for Franchise support fee matrix for allocations with accounting team including forecasting and managing costs for corporate and franchise openings
- Aligned the finance, accounting, payroll, and IT business functions to better support expansion efforts, working with cross-functional teams to ensure seamless operations supporting the re-franchising of 33 units
- Organized and managed end-to-end logistics, including presentations and travel, for the yearly leadership conference attracting approximately 300 attendees

*SENIOR MANAGER OF OPERATIONS SERVICES*

*2012 – 2017*

*GENERAL MANAGER*

*2012*

*MANAGER*

*2008 – 2011*

**Blue Mesa Restaurants – Dallas, TX**

**2002 – 2007**

*GENERAL MANAGER*

*2007*

- Exercised P&L oversight for \$4M annually in-store sales and a supplemental \$570K annually in catering sales
- Lowered labor and food costs by developing assistant managers. Reduced turnover and increased the average employee tenure from 6 months to 2.5 years by cultivating an environment of employee engagement, designing & deploying training and awareness programs
- Drove brand engagement and superior customer service, leading the company in guest satisfaction scores

*MANAGER*

*2002 – 2006*

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## EDUCATION

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**Bachelor of Science, Accounting** —The University of Texas at Dallas

**2019**

**Technologies:** MS Office Suite (Word, Excel, PowerPoint, Access), Adobe Suite, Essbase, MonkeyMedia, Tableau, WiseTail LMS, Aloha, Micros, CrunchTime, Eatec, TMx, Agilysis

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Accounting | Audit Programs | Behavioral Analytics | Brand Management | Budget Management  
Business Development | Capital Projects | Client Relations | Continuous Process Improvement | Contract Reviews | Cost Controls | Crisis Management | Customer Relationship Management | Customer Service | Employee Engagement | Financial Reporting | Fleet Management | International Financial Reporting Standards (IFRS)  
Generally Accepted Accounting Principals (GAAP) | Operations Management | P&L  
Policy & Procedure Design & Implementation | Process Development | Project & Program Management  
Public Speaking | Regulatory Compliance | Risk Management | Sales Strategy | Strategic Planning  
Training & Development | Vendor Relations | Innovation | Growth | Transformation