

PAUL G. TUENNERMAN

Diamondhead, MS • 504-402-0208 • tuennerman@mac.com

EXECUTIVE PROFILE High-impact Executive Leader with 40+ years of expertise scaling brands, orchestrating turnarounds, and driving international expansion in the fast-casual and food-service sectors. Proven ability to translate high-level strategy into store-level habits that drive unit economics. Reputation for stabilizing distressed operations, building scalable infrastructure for growth (7 to 21 states), and serving as a bridge between operational realities and investor objectives. Dedicated to the philosophy: "Hire for heart, train for skill, measure what matters."

EXECUTIVE EXPERTISE

- **Strategic Growth:** Multi-Unit Scalability, International Market Entry, Franchise Development, Site Selection.
- **Operational Excellence:** P&L Management, Supply Chain Optimization, SOP Development, Labor Deployment.
- **Organizational Leadership:** Culture Building, Change Management, Board Governance, Executive Mentoring.
- **Turnaround Management:** Brand Repositioning, Unit Economic Stabilization, Crisis Response.

PROFESSIONAL EXPERIENCE

STICKY'S FINGER JOINT | New York, NY Executive Vice President | Board Member | Investor (2021 – 2024) *Recruited to lead a comprehensive brand repositioning and operations reset for an urban fast-casual concept during a pivotal turnaround phase.*

- **Strategic Governance:** Served as the strategic bridge between the Board/Investors and operations; guided capital allocation and franchising options to align investor objectives with operational realities.
- **Operational Turnaround:** Led a total reset of operations to stabilize unit economics and elevate the guest experience; implemented rigorous cost-of-goods controls and streamlined labor deployment.
- **Infrastructure for Scale:** Built a scalable "opening playbook" encompassing site selection criteria, kitchen/FOH flow, and staffing models to support seamless new-market entry.
- **Performance Culture:** Instituted accountability cadences, including operational reviews and scorecards, while recruiting and mentoring a high-performance field leadership team.

DAT DOG ENTERPRISES, LLC | New Orleans, LA

Chief Executive Officer (2018 – 2020) *Orchestrated a cultural and operational transformation, rebuilding the senior leadership team to drive accountability and brand-defining hospitality.*

- **Culture & Innovation:** Created the "Culinary Innovation Team," empowering frontline crew members to develop menu items; drove engagement and ownership while aligning product development with consumer tastes.
- **Systems Implementation:** Centralized accounting and performance reporting, providing restaurant teams with near-real-time visibility into KPIs and unit economics.
- **Standardization:** Developed and standardized training materials and SOPs to ensure consistent execution and guest experience across all locations.
- **Growth Planning:** Advanced prototype design and expansion planning to support geographic growth across the Gulf South and Southeast.

RAISING CANE'S CHICKEN FINGERS | Plano, TX

Senior Vice President, Business Development (2008 – 2016) *Directed development during a high-growth period, expanding the brand's footprint domestically and internationally.*

- **Massive Scale:** Directed development strategies that expanded the brand from **7 to 21 U.S. states**.
- **Revenue Growth:** Turned around traditional franchise performance by partnering with 11 franchisees to expand from 13 to 83 restaurants, contributing approximately **\$224M in annual revenue (2016)**.
- **International Expansion:** Led the cross-functional "go-to-market" strategy (supply chain, construction, legal, training) to successfully launch the brand in the **Middle East**, ensuring compliant, on-time openings.
- **Non-Traditional Channels:** Built growth channels in universities, airports, casinos, stadiums, and retail centers to diversify demand and extend brand reach.

PICCADILLY CAFETERIAS | Baton Rouge, LA

Vice President, Piccadilly Food Service (PFS) (2004 – 2008) *Conceived and launched a B2B food service division to diversify revenue beyond the core cafeteria model.*

- **New Vertical Launch:** Founded Piccadilly Food Service (PFS), securing multi-million-dollar annual contracts with education, healthcare, and government clients.
- **Process Engineering:** Authored comprehensive operating manuals, procurement procedures, and production standards for proprietary retail concepts and express formats.
- **Business Development:** Achieved a high proposal win rate and strong early traction within three years of launch.

EARLIER CAREER HIGHLIGHTS

- **Executive Leadership:** Held senior operations roles with The Dunhill Group, Wood Dining Services, Morrison's Hospitality, and Service America.
- **Military Service: United States Navy (Supply & Logistics)** – Awarded the Navy & Marine Corps Achievement Medal and Presidential Citation.

EDUCATION & PROFESSIONAL DEVELOPMENT **MBA Certificate** | A.B. Freeman School of Business at Tulane University **Post-Secondary Studies** | National University; York College of Pennsylvania; University of Maryland University College

BOARD & COMMUNITY LEADERSHIP

- **Board Member & Vice President:** Ronald McDonald House Charities of South Louisiana (2017–2022)
- **Mentor:** The Jonas Project
- **Disaster Relief Volunteer:** Team Rubicon; Samaritan's Purse