Ehud Ben-Ari, MBA

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Quick Summary

Highly experienced Hospitality Director with 20 years leading $20M operational divisions for luxury hotels and restaurants. Created outstanding customer experiences for the most discerning clientele while effectively leading teams of over 50 ranging from back and front of house employees. A trusted set of hands, and strategic innovator in day-to-day operations.

CAREER HIGHLIGHTS

- Increased profitability throughout the food and beverage outlets by 12% yearly
- Exceeded Annual Department Revenue in Food and Beverage by 10% yearly
- Reduced Payroll annually by a 10%
- Revamped food and beverage offering, enhancing customer retention by 6%

KEY SKILLS

Budget Management | Event Planning | Team Leading | Staff Management | Financial Analysis | P&L Reporting | Loss Control | Operations | Sales Generation | Revenue Driver | Project Management l Trend Analysis l Performance Metrics l Marketing l Training & Mentoring l Customer Service l Payroll l Business Development l Employee Engagement

PROFESSIONAL EXPERIENCE:

Director of Catering Operations

Metropolitan Opera House at Lincoln Center I The Grand Tier Restaurant I New York, NY I January 2022- Present
Pre-Opening Team I Staff: 85
Re-Opened the Metropolitan Opera House and The Grand Tier Restaurant with New Food & Beverage Offerings

- Collaborated with Executive Chef and Director of Beverage to maintain a Food Cost 17% & Beverage Cost 14% of total hotel revenue respectively
- Achieved a $13 Million Catering/ Banquet Department consisting of 20,000 sq. ft. with banquet capacity of up to a 900 guest count
- Purchased new sustainable banquet equipment saving $50,000 a year in total in reordering equipment
- Introduced a new Banquet concept that saves 6% in labor for set up and breakdown
- Achieved company's cadence payroll margin of 7%

Director of Outlets

The Westin Grand Central New York Hotel l New York, NY l July 2021 - December 2021
4 Star Hotel l Rooms: 744 l Staff: 45 l Pre-Opening Team
Designed the Food & Beverage department into a modern look after a $75M renovation of the hotel

- Consolidated the food and beverage outlets, placing all operations under one umbrella saving 8% on expenses
- Rebranded into a New Concept of Grab N Go and A La Carte Service saving in 50% Labor Cut
- Expanded service offerings, introduced operating/quality standards, and provided consistently superior customer service which increased banquet sales by 10%
- Implemented and Evaluated Customer Services Programs to increase Sales and Productivity gaining 8% increase in customer satisfaction

Senior Operations Manager

Park Lane Hotel | New York, NY | August 2018 - June 2020
4 Star Hotel | Rooms: 639 | Turnover: $6M | Staff: 75
Hired to revamp the food and beverage department to a modern new look while achieving the budgets set forth

- Revamped the entire beverage program and lowered costs from 24% to 18% by purchasing better quality wines and developing cost effective beverage control systems
- Increased profitability by 10% by working with sales and marketing teams and establishing new programs for private dining and in-house hotel guests
- Reduced food cost by 2.8% through restructuring of purchasing and receiving departments and procedures

- Slashed Labor Cost and reduced it by 4% ($250,000.00) for fiscal year by reducing overtime through planning and re-educating Group and Catering team in Labor Cost/Structure
- Conceptualized Rose Lane Seasonal outdoor bar introducing a “New Hamptons Vibe”, which contributing $35,000 monthly to hotel revenue

Director of Food & Beverage Operations
The Warwick Hotel | New York, NY | December 2017– August 2018
4 Star Hotel | Rooms: 492 | Turnover: $14M | Staff: 85
Lead the food and beverage department into a new era of design and morale while enhancing the offerings of the department to excel in exceeding the budget

- Maximized department revenues that increased revenue 15% and guest satisfaction 10%
- Collaborated with construction design team to rebuild a new banquet/ catering hall that saw a 15% increase in sales the first year
- Increased bar cover counts by 20% by leading marketing efforts through social media and promo and events
- Develop F&B Management cross-training program to improve managers strengths resulting in higher levels of productivity and entrepreneurial style that yielded greater profit, reducing costs by 5%
- Improved employee morale by targeted initiatives through implementing sales incentive programs increasing bottled water sales by 8% and gift cards to highest employee % in sales

PROFESSIONAL EXPERIENCE:

Assistant Director of Banquets Operations
Intercontinental Barclay NY Hotel | New York, NY | March 2016– December 2017
4 Star Hotel | Rooms: 702 | Turnover: $17M | Staff: 100 l Pre-Opening Team
Designed the Banquet department into a modern look after a $250M renovation of the hotel

Senior Banquet Manager
The Harvard Club of New York City| New York, NY | March 2014 - March 2016

Director of Banquets
Allegria Hotel l Long Beach, NY (4 Star Hotel) l April 2013 - March 2014

Senior Banquet Manager
Millennium Broadway Hotel l New York, NY(4 Star Hotel) l February 2010 - April 2013

General Manager
U Café Restaurant l New York, NY l September 2006 - February 2010

Banquet Manager
The Westin New York at Times Square l New York, NY (4 Star Hotel) l February 2004 – August 2006

Room Service Manager
The Regent Wall Street l New York, NY (4 Star Hotel) l October 2003 - January 2004

Assistant Food & Beverage Manager
The Lowell Hotel l New York, NY(4 Star Hotel) l September 2002- October 2003

EDUCATION AND CERTIFICATIONS:

M.B.A. Global Business with a concentration in Marketing
Johnson & Wales University, Providence, R.I.

B.S. Hotel-Restaurant & Institutional Management
Johnson & Wales University, Providence, R.I.

Serve Safe Certification
National Restaurant Association Educational Foundation, May 2020

Qualified Certificate in Food Protection
The City of New York, Department of Health, January 2021

Israeli Defense Force (IDF)
Staff Sergeant, Tank Unit

Reference Available Upon Request