

# CLAIRE MENCK PH.D.

## Professional Summary

International award-winning educator, chef, and business leader with a demonstrated history leading key growth initiatives in the hospitality and education industries; with a focus on program management in new and emerging markets. Claire has managed complex program portfolios valued at approximately \$1 billion. She is known as an expert in developing strategic programs and solutions that show improvements in defined KPI metrics. She is also experienced in delivering training and development strategies that increase participant engagement and drive business growth in a fast-paced environment. Driven, committed, and hands-on with a proven progressive career reflecting strong leadership skills, Dr. Menck builds and leads motivated teams. Highly praised for her work ethic, problem-solving and communication skills, and successful delivery of work she brings over 35 years of strategic management to her clients.

## Areas of Expertise

Operations Management  
Budget & Forecasting  
Strategic Planning  
Organizational Leadership  
Food Service  
Sustainability  
Logistics & Supply Chain  
Product Development  
Academic Writing

P&L Management  
Employee Lifecycle Management  
Change Management  
Hospitality Management  
Food Systems  
Automation  
Research  
Teaching & Education  
Program Management

## Technology Skills

Remote Collaboration Platforms:  
Document Software:  
Program Management:

Chime, Zoom, Slack  
Microsoft Office Suite, Google Office Suite  
SmartSheet Program Manager Certification,  
Clarity Program Management, Airtable  
Learning Management Systems:  
KNET, Canvas, Blackboard, Adobe Captivate,  
Moodle

## Professional Experience

### ASSOCIATE PROFESSOR,

National University; Virtual

2022-Present

- Teaching in Masters and Doctoral programs in the School of Business and Economics. Instruction in the following programs: Master of Business

Administration, Master in Human Resource Management, Doctor of Philosophy in Organizational Leadership, Doctor of Philosophy in Business Administration, and Doctor of Business Administration.

- Courses taught include:
  - Doctoral Student Experience, Virtual Leadership & Team Management
  - Building Virtual Teams & Trust, Legal & Other Implications in Virtual Organizations
  - Changing Times - Business in the 21st Century, Managing People & Teams
  - Managerial Decision Making
  - Operations Management, Strategic Planning
  - Theory & Practice of Organizational Leadership
  - Communicating Change
  - Leader Versus Coach/Consultant
  - Executive Leadership
  - Business Leadership & Strategy
  - Leadership In Organizations
  - Project Monitoring & Control
  - Management, Leadership & Team Building in Project & Program Environment
  - Multiple Project Management
  - Doctoral Studies in Business.

## **OWNER,**

Cream City Consulting; Milwaukee, WI

2000-Present

- Led a team of over 100 consultants in service to 85 QSR clients. Increased top store annual sales by 15% and annual profit by 10% YOY through community partnerships, co-branding, social media campaigns, operating costs, reengineering menus, and reviewing sales spreads.
- Reduced labor costs from 40% to 20% by tracking costs through SMPH, setting bench, and stretch bench to improve scheduling.
- Properly train and cross-train 300+ employees to help reduce repetitive job functions resulting in an average labor drop of 7% to 12%.
- Lowered food cost in best store by 20% to budget by Implementing variance reporting on weekly inventory and HACCP, spot variance checks, proper prep, and food handling with a yearly goal of 25% - 30 QSR.
- Produced recipe costing for owners to transcribe recipes, butcher's yield tests, associated plate cost, and labor cost per recipe, which can be integrated into the POS system for real-time cost accounting.
- Decreased turnover in top stores from 70% to 50% by developing a more positive culture that included employee incentive programs, integrated wellness programming, and ADR procedures for employee issues.
- QSR's Goal is 15% to 19%. Assisted with 12+ openings that included location/market analysis, traffic analysis, negotiating leasing, purchasing equipment, food license, transfer of ownership, brand change, development of the opening manual, and managed full buildouts throughout the opening day.
- Developing an employee-centric culture in the restaurant by adding extensive training, mentoring programs, and increased conflict resolution options for managers. Instituted daily pre- and post-shift meetings to review training and

present new education, allowing for immediate feedback and individual retraining for employees.

- Raised mystery shop scores by training employees on specific shopper areas of concern after sharing shopping scores.
- Helped owners/operators to develop detailed game plans for events (i.e., BEOs).

### **AMAZON 2020 - 2022:**

#### **SENIOR PROGRAM MANAGER,**

Amazon; Virtual

2021-2022

- Program management of multiple complex capital technology projects involved the automation of last-mile delivery stations (portfolio value = \$600M).
- Managed the entire lifecycle of complex cross-functional programs across multiple teams and global units and key stakeholders, including information technology (IT), engineering, security, loss prevention, safety, facilities, supply chain, finance, human resources, vendors, general contractors, operations, and the project team.
- Development of overall program strategy: defined program (mission, vision, tenets), set objectives, analyzed data, and drove improvements with quantifiable outcomes. Identified limitations, scaling factors, and boundary conditions and ensured the standard of work on multiple projects and teams.
- Developed and implement key performance indicators (KPIs).
- Communication with various stakeholder groups, including network-level meetings and coordination, portfolio-level PMO tracking, dashboards, and reporting.

#### **STATION OPERATIONS MANAGER AMZL,**

Amazon; Milwaukee, WI

2020-2021

- Led and supervised a team of Area Managers (6 front-line supervisors) and 100+ associates in outbound and inbound package delivery operations (logistics).
- Ownership of overall safety, quality, performance, and customer experience for inbound and outbound logistics shifts (50,000 units volume).
- Build and execute productivity plans through forecast reviews, determining productivity requirements, capacity potential, and load balance.
- Lead inventory management project in the station, with projected sub-regional rollouts in Q1 2021 with an approximate savings of \$1m per station.
- Mentored managers and associates in job and personal development.
- Collaborate with all support teams to develop plans to meet business objectives.

#### **VISITING PROFESSOR,**

DeVry/Keller Graduate School; Virtual

2006-2020

- Teaching online Master's and Bachelor's level courses in the business and hospitality management programs.
- Courses Taught Include
  - Senior & Graduate Business Capstone
  - Foundations of Hotel Management
  - Tourism Management
  - Hospitality Management.
- Subject Matter Expert (SME) for instruction design of hospitality and business online courses.

## **RESEARCH & DEVELOPMENT CHEF,**

Emmi Roth; Monroe, WI

2014-2017

- Increased annual sales by 10%.
- Led product ideation for national accounts like Nestle and Kellogg's to integrate products into recipes for national grocery and retail accounts.
- Supported food service, retail, and specialty sales teams of 20+ salespeople to deliver client-specific education for corporate clients, including product and recipe development.
- Developed and managed all culinary school interactions, scholarships, education, and programming.
- Liaison with Wisconsin Milwaukee Marketing Board (WMMB).
- Oversaw 40+ ideations with food producers and grocers on a national, regional, and local level.
- Trained sales team on new product integrations and developed training materials for clients related to internal educational materials for retail and specialty teams.
- Provided all television representation and implemented recipes for the company at national and local food shows.

## **ACADEMIC DIRECTOR,**

The Art Institute of Wisconsin; Milwaukee, WI

2012-2015

- Increased annual sales by 100% in 2012, an annual profit of 20% in 2013, and grew student base from 0 to over 400 students.
- Hired, trained, and managed 15+ chef instructors and set up an inventory management program that all 42 schools adopted.
- Managed Labor Costs to Target 19%% by auditing all classes, improved the training of instructors, and provided weekly feedback to assist with implementing proper changes.
- Maintained food costs to a budget of 28% by introducing inventory management and negotiating lower pricing with distributors.
- Reduced Waste from 20%% to 10% by instituting inventory management changes.
- Hired and trained a dedicated inventory manager.
- Instituted trash audits. Monitored instructors for proper food handling.
- Received three corporate audits scored at 90% or higher.
- All food inspections received 100%, A rating.
- Designed and opened a student restaurant, AIRMKE (Art Institute Restaurant Milwaukee), and was responsible for scheduling all students.
- Founding director of two AOS and one BA program in culinary and baking & pastry arts programs and HACCP program for sous vide education.
- Worked as a representative in the community with Core El Centro, assisted with local community gardens, and helped raise \$50,000 for student scholarship organizations (ACF, FAB).
- Represented the Art Institute on the Food Network and liaison with local press.

## **FOUNDING FACULTY & CHEF-INSTRUCTOR,**

New England Culinary Institute; Montpelier, VT

2006-2009

- Collaborated with a team of 35 faculty members to co-create B.A. in Culinary Arts program.

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- Developed curriculum and course materials for B.A. financial management and marketing courses.
- Implemented the Sustainability in Financial Management path for B.A. programs.
- Designed and taught courses for A.O.S. and B.A. level students, including:
  - Financial Management
  - Marketing
  - Labor Management
  - Operations Management
  - Economics of Sustainability.
- Subject Matter Expert in the development of online courses in marketing and business management.

## Education

### **PH.D. IN LEADERSHIP & CHANGE** **2012**

Antioch University; Yellow Springs, OH

*Dissertation Title:* Recipes of Resolve" Food and Meaning in Post-Diluvian New Orleans

*Committee:* Richard A. Couto, Philomena Essed, Paul Stoller, Barbra Mossberg, Arjen Boin

Publication Hyperlink: <https://aura.antioch.edu/etds/5/>

### **MBA (SPECIALIZATION, E-COMMERCE)** **2005**

University of Phoenix; Phoenix, AZ

### **AOS IN CULINARY ARTS** **1998**

New England Culinary Institute; Montpelier, VT

### **BA IN SOCIOLOGY & GERMAN LITERATURE** **1995**

University of Wisconsin - Madison, WI

## Honors & Awards

### **MENTOR OF THE YEAR, NOMINEE**

Amazon 2021

### **INNOVATIVE DISSERTATION AWARD,**

Networked Digital Library of Theses & Dissertation Consortium 2012

### **PUBLIC SCHOLAR AWARD,**

Antioch University 2011

### **FELLOW/VISITING SCHOLAR,**

Newcomb College Institute, Tulane University 2009-2010

### **FELLOW - HASTAC,**

Duke University 2010-2011

## **CATHERINE BRENDEL FELLOWSHIP,**

Women Chefs & Restaurateurs

2007

## **YOUNG RESTAURATEUR OF THE WORLD,**

International Hotel & Restaurant Association

1999

## **Publications**

- "Fierce Care: Notes Drom the Cutting Room Floor," In Okra, Southern Food and Beverage Museum, August 2011.
- "Recipes of Resilience: Food & Ritual in Post-Diluvian New Orleans." In Global Horizons, University of Southern Mississippi Press, Summer 2011.
- Review of The Wireless Spectrum. In Information Society, July 2011.
- Photo Essay, "Sustainability in the Face of Recurring Threats and Disaster," in Anthropological News, April 2011.
- "Inventions in Literature: Time Travel." In Critical Insights - Technology & Humanity: Salem Press, 2012.
- "Urban Agriculture in the Face of Disaster and Environmental Change." In The Encyclopedia of Environmental Leadership: Sage Publications, 2012.
- "The Use of Social Media in Response to the Gulf of Mexico BP Oil Spill." In The Encyclopedia of Environmental Leadership: Sage Publications, 2012.
- Humanities Arts Science Technology Advanced Collaboratory Scholars Blog, Duke University, 2010-2011.

## **Presentations**

- Featured Chef, James Beard House, New York, NY, December 2013.
- Interactive Poster, The New Media Consortium, "Social Media and Disaster in New Orleans," Madison, WI, June 2011.
- Presenter, Louisiana Folklore Society Meeting, "Current Examples of Environmental Stress and Resiliency within Cajun Foodways Systems," Lafayette, Louisiana, March 2011.
- Roundtable Discussant, International Leadership Association Global Conference, "Gumbo in the Storm: Food & Crisis in New Orleans," Boston, Massachusetts, October 2010.
- Guest Speaker, Tulane University Department of Public Health, "Food Choices in New Orleans Post-Katrina," New Orleans, Louisiana," New Orleans, LA, September 2010.
- Speaker/ Panelist, University of Southern Mississippi; Returning to Katrina: Bringing Hurricane Katrina Research Back to the Community, "Food & Crisis in Post Katrina New Orleans," Gulf Port, Mississippi, May 2010.
- Speaker/ Panel Moderator, Southern Food & Beverage Museum, "Recipes of Resilience: Food & Sustainability in Post-Katrina New Orleans," New Orleans, Louisiana, May 2010.
- Speaker, Union University Research Day, "Recipes of Resistance; Culture and Cuisine in Crisis Communities," Cincinnati, Ohio, January 2010.
- Panel Moderator, Women Chefs & Restaurateurs, "Sustainable Solutions for the Food Service Industry," Newport, Rhode Island, October 2008.

