

Joseph P. Phraner Jr.

Professional Experience 2007- 2011 Duke and King Acquisition Company

Minneapolis, MN DBA Burger King / Popeyes

Sr. Vice President of Operations

- Responsible for 87 Burger King and 12 Popeye restaurants with annual volume of \$110+ million in sales
- Review, monitor and manage along with the VP of Construction a capital budget of \$1.8 million. Beat budget by \$413,232 for the 3 years ending May 2011
- Work with the Regional Vice Presidents. Establish budgets, business plans, strategies and tactics to achieve sales, profit and people objectives. Operations metrics were in the top 20% of the BK system in Guest Trac, Speed of Service and Operations evaluations. Improved productivity from \$42.12 to \$47.60 by initiating labor scheduling programs and a rigorous follow up system. Food cost variance to ideal improved from 1.8% to .7% in the four years we owned the business. The combined benefits to EBITDA were \$1,286,250.
- Work with the Director of Training. Establish priorities to ensure the certification of training managers so restaurants meet franchisor specifications which resulted in 14 certified restaurants.
- Work with Human Resources to analyze workers compensation programs and employee relations programs. Establish and monitor programs to address opportunities resulting in manager turnover of 15%.
- Report on a period basis to the board of directors on all operational and financial aspects of the business

2005- 2007 Shoney's Restaurants

Nashville, TN

Chief Operating Officer

- Responsible for company operations of \$80+ million and franchise operations of \$400 million in sales through direct supervision of the Vice President of Company Operations and 6 Franchise Business Consultants
- Reviewed, monitored and managed along with the Director of Construction a capital budget of \$1.8 million

- Oversaw the remodel program for 52 company-owned restaurants
- Direct responsibility for the Training Department including setting training program priorities, allocating field resources and prioritizing company and franchise needs
- Responsible for the performance of the Director of Purchasing to source products, negotiate contracts and approve suppliers
- Supervised the Research and Development department to identify new products for the menu, achieved marketing goals for promotional offers and oversaw the product approval process for franchisees and achieve food cost targets.

1995 - 2005 Shoney's Restaurants. Nashville, TN

Vice President of Franchise Operations and Services

1971 - 1994 Friendly Ice Cream Corp. Wilbraham, MA

Division Manager

- Started as entry level employee
- Since 1989 Division Manager responsible for 63 company units, 9 multi unit supervisors

Education

1971 - 1973 Suffolk Community College Selden, NY

AAS degree Criminal Justice

1978 – 1988 Quinnipiac University Hamden, CT

Continuing Education as Business Major

2004 University of Texas El Paso El Paso, TX

Franchise Center Certificate Program

2005 Certified Franchise Executive