

Yaron Goldman

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Hospitality Management Executive – CEO/COO/CFO

Accomplished, dynamic operational leader with significant amount of experience in building and opening new restaurant and hospitality facilities, focusing on new unit growth and long-term corporate longevity. Proven expertise in administering multimillion-dollar budgets, spearheading merger and acquisition activities, and driving organizations to achieve and surpass sales and profitability goals. Known for showcasing exceptional leadership skills to oversee and mentor large-scale teams across geographically dispersed locations. Record of introducing new marketing strategies that have led to historic levels of organizational profitability and substantial fundraising for new project deliverables.

Areas of Expertise

- Operational Excellence
- Franchising
- Financial Management
- Scalable Infrastructure Development
- Operations Management
- Team Building & Leadership
- Mergers & Acquisitions
- Technology Integration
- National Brand Expansion
- Strategic Planning & Execution
- Profit & Loss Accountability
- Strategic Marketing Planning

Professional Experience

The Finally Restaurant Group, Bozeman, MT CEO

Deliver consistent operational success across 17 restaurants in five states by owning end-to-end control over four distinct brands with a \$90M+ budget, 1K+ employees, and support staff of 20 employees. Enhance profitability through companywide menu reengineering to minimize food and labor costs as well as increase ticket averages, sales, and table turns. Boost guest satisfaction and employee morale by rolling out data-driven guest and employee survey programs. Accelerate team proficiency by revamping training programs with technology-driven solutions for new and existing locations.

- Spearheaded a subscription-based loyalty program generating \$100K+ annually recurring income at each location via digital marketing efforts.
- Achieved record-breaking sales and profits by introducing innovative marketing plans and streamlining budgeting processes.
- Secured favorable terms in new MDA and national beverage contracts, while optimizing supply chain operations across all brands.
- Expanded growth opportunities by initiating a franchising program and strengthening the existing licensee program.
- Maintained smooth operations during COVID-19 despite labor shortages, ensuring all restaurants upheld regular operating hours.
- Increased SLEBITDA by 50% within the first full year of executive leadership by demonstrating impactful strategic execution to minimize costs, restructure leases, cut overhead, and grow sales.
- Spearheaded growth by developing and launching three new restaurants as well as building a robust pipeline for four additional units projected through 2025.

SD Holdings, Charlotte, NC CEO

Contributed to improving financial performance by managing a \$250M budget for 150+ restaurants (four brands) with 2K+ employees across 11 states with a corporate team of 30 employees. Ensured full regulatory compliance by liaising with taxing authorities in 13 states to safeguard operations and reduce risks. Accelerated technology and compliance by implementing POS system upgrades and attaining PCI compliance across all brands. Elevated organizational growth and funding opportunities via partnership with private

equity firms, banks, angel investors, developers, franchisors, and franchisees. Utilized marketing and real estate development experience to manage multimillion-dollar marketing campaigns, develop numerous de novo units, and expand business into multiple states.

- Recognized for establishing a high-performance leadership team of 15+ executives over 15 years.
- Generated \$100M+ in value through acquisition and sale of multiple brands in transactions across the United States.
- Secured exponential growth by scaling business from one McAlister's Deli in 1999 to 150+ units across four brands in 10 states.
- Impressive track record of awards and recognitions highlights necessary qualities to excel in future endeavors.
- Delivered seamless product launches by overseeing rollouts of new products and promotional offers across 100+ units.
- Expanded market reach by developing 70+ new units over 20 years, leading full-cycle development operations.
- Drove consistent sales growth, achieving positive results 18 out of 20 years through operational excellence and high efficiency.
- Optimized real estate value by managing sale-leaseback processes for 60+ units across multiple transactions.
- Maximized brand visibility by overseeing up to \$2M+ marketing campaigns, including NFL and NBA sponsorships.
- Amplified industry presence by presenting at 10+ national and international conferences, including in the UK.
- Championed operational excellence across top brands, including Sonic, MOD Pizza, Fuzzy's Taco Shop, and McAlister's Deli.

Education & Training

[Master of Business Administration](#)

University of North Carolina, Charlotte, NC

[Bachelor of Science: Finance](#)

University of Alabama, Tuscaloosa, AL

Court Certified Expert Witness – Restaurant Valuation / Operations August- 2024

Court Certified Expert Witness- Festival/Food Safety Operations August 2025

Awards & Honors

Multi-Year Franchisee of the Year

Multi-Unit Franchise Conference Board Member

Sonic Games Multiple Time Gold/Silver Medal Winner

McAlister's Deli President's Circle Award Winner