

RICK FLORSHEIM
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SUMMARY

Extensive background and success in hospitality and educational organizations with expertise in customer service excellence, employee training and development and operational analysis. Easily adapt to fast-paced situations requiring attention to detail and follow-through.

- Capable of motivating students and team members to high performance standards.
- Expert level experience in all aspects of providing an outstanding service experience to both internal and external customers.
- Experienced in program, curriculum and training material development, as well as facilitation and presentation skills.
- Adept in building alliances and relationships with organization and partners.

EXPERIENCE

UNIVERSITY OF CENTRAL FLORIDA, Orlando, FL

2012 - present

Instructor, Rosen College of Hospitality Management

- Responsible for teaching sections of Hospitality Guest Service Management, Hospitality and Tourism Marketing and Introduction to Hospitality and Tourism.
- Develop and deliver curriculum appropriate to mixed-mode/hybrid courses.
- Active member on Student Conduct Board overseen by Office of Student Conduct.
- Faculty Advisor for Rosen College NACE student chapter.
- Co-Divisional Review Committee Chair responsible for yearly programmatic and College assessment.

DAYTONA STATE COLLEGE, Daytona Beach, FL

2009 – 2011

Department Chair, Assistant Professor

- Led faculty and staff within School of Hospitality and Culinary Management to develop programs and associated curriculum in accordance with the requirements of SACS accreditation standards.
- Grew program from approximately 350 students to just under 500 students through personal recruiting efforts at local high schools, career fairs and various admissions department recruiting functions.
- Taught college level classes and developed curriculum in Hospitality Marketing, Hospitality Supervision, Introduction to Hospitality, Restaurant Operations and Service and ServSafe Sanitation and Alcohol in a classroom and online environment.

LE CORDON BLEU – ORLANDO, Orlando, FL

2004 – 2009

Department Chair, Instructor, Director of Compliance

- Developed and delivered curriculum taught within the Hospitality and Restaurant Management program.
- Taught college level courses in Food and Beverage Management, Hospitality Marketing, Professional Development and Wine Studies.
- Accountable for staffing requirements of the Hospitality and Restaurant Management program involving sourcing, recruitment, interviewing and hiring of faculty.
- Communicated with state department of education and national accreditation agency regarding any changes, or proposed changes, in school curriculum.
- Conducted monthly institutional self-assessments to ensure compliance and accountability in areas such as student finance, admissions and financial aid, among others.

DARDEN RESTAURANTS, Orlando, FL

1981 – 2004

General Manager and all subordinate management positions

- Overall responsibility for all facets of a \$3 - 5 million revenue generating restaurant operation.
- Ultimate P & L accountability as General Manager at concepts within Darden organization.
- Managed, trained and developed a staff of direct reports including managers, culinary assistants and certified trainers.
- Provided the leadership necessary to ensure outstanding guest service and operational excellence.
- Prepared forecasting goals and controlled all revenue and expense centers in order to meet or exceed budgetary guidelines.
- Developed and upheld corporate and unit guidelines to provide superior guest service and excellent employee relations for staff of 80 – 140.

EDUCATION

Master of Business Administration (MBA), Crummer School of Business at Rollins College, Winter Park, FL

Bachelor of Fine Arts in Photography (BFA), School of the Art Institute of Chicago, Chicago, IL

PROFESSIONAL AFFILIATIONS

Florida Restaurant and Lodging Association (FRLA)

National Association for Catering and Events (NACE)

The Federation of Dining Room Professionals

Eta Sigma Delta – International Hospitality and Tourism Management Honor Society – Honorary Member

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Certified Hospitality Educator (CHE) – American Hotel & Lodging Educational Institute

Certified Dining Room Professional (CDP) – The Federation of Dining Room Professionals

Florida Restaurant and Lodging Educational Foundation – Past Board Chairman

Olive Garden Restaurants, “Train the Trainer” – Facilitator

Extensive computer experience in Microsoft Office applications