

# BOB DeZINNO

MY JOURNEY AS A  
FOOD & BEVERAGE  
PROFESSIONAL

## AREAS OF EXPERTISE

Certified ServSafe Instructor/Exam Proctor  
Certified ServSafe Alcohol Instructor  
Adobe Creative Suite Proficient  
Manager & Staff Trainer  
Hospitality Marketer & Designer  
Guest Experience Designer  
Project Manager  
Distinguished Event Caterer  
Budget Analysis & Controller  
Team Builder & Leader  
Brand Builder & Defender  
College Educator  
Food & Beverage Expert

## GET IN TOUCH

8957 Bernini Place  
Sarasota, FL 34240  
203.228.2607

bob@dezinno.com  
www.dezinno.com  
linkedin.com/in/dezinno

## PERSONAL BACKGROUND

Experienced food service and hotel operator, consultant, director, and marketer with a proven track record of hands-on management experience and leadership for existing and emerging restaurant and hotel food and beverage concepts. Strong entrepreneurial and business management skills, highly strategic and analytical thinker. Creative and dynamic marketer with a guest-focused approach reinforcing relationship development and positive brand awareness. Certified ServSafe Instructor/Exam Proctor, expert at sanitation systems design and management. Exemplary work ethic, communication and leadership development skills. Hospitality thought leader.

## EDUCATIONAL HISTORY

*University of Connecticut*  
*BA, Political Science | May 1972*

## PROFESSIONAL HISTORY

*President*  
*DeZinno Inc. | Sarasota, FL | November 2019 to present*

Restaurant consultancy specializing in agency marketing services, operations improvement, and customer experience design.

*Contract Trainer*  
*FSA Training LLC | Weston, FL | December 2019 to present*

Conduct public and private ServSafe certification and Responsible Alcohol Vendor seminars

*Director of Marketing*  
*American Dreams Restaurant Group | Sarasota, FL | March 2019 to November 2019*

Fully responsible for all facets of marketing and advertising for 3 top-quality restaurants. Concepts include fine dining seafood, fine dining steak, and fast casual restaurants. Website updates and redeployment, social media, advertising design, media planning, community event planning, promotion design and execution. Also conduct weekly FDA-style sanitation self-inspections in 3 kitchens.

*Founder, Consultant & Creative Director*  
*DT Media Group | Waterbury, CT | January 1996 to July 2018*

Critically-acclaimed restaurant consultancy and marketing agency specializing in restaurants /hotel / hospitality, providing a full suite of consulting services: concept design, facility design and development, operations management, recruitment, training, marketing and advertising.

- Branding, media planning/purchasing, marketing, budgeting, print advertising, digital marketing, and website development.
- Food & beverage menu development, item costing, budgeting, ServSafe and ServSafe Alcohol training.
- Managed marketing budgets for various clients up to \$500K
- Contract management services for absentee owners in the hospitality industry

*Director of Bar Operations, contract management engagement*  
*College Street Music Hall | New Haven, CT | January 2015 to July 2018*

- Strategic direction and development of the beverage department for 2,090 seat ticketed music venue, focusing the offerings around a curated selection of craft beers to customer acclaim.
- Recruited, hired, trained team of 15 bartenders, providing ongoing mentoring for excellent customer service and cost-effective operations.
- Achieved the planned 65% department bottom line in year one.
- Organized and motivated the bartenders to average 1.6 MICROS POS sales transactions per minute.
- Department ROI achieved in less than one year.
- Mentored other venue department managers and contributed expertise to marketing.

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*Director of Food & Beverage Operations, contract management engagement  
Backstage | Torrington, CT | January 2010 to January 2018*

- Designed, developed and managed renovations for 220 seat gastropub, developed and maintained a full scratch menu of 50+ items.
- Focused the bar offering around 40 craft beers on tap and 80 cans and bottles.
- Implemented "Awesome Customer Service."
- Designed operating systems to successfully accommodate pre-theater service from the full menu.
- Implemented food safety and sanitation procedures that inspired the local health authority to use the restaurant as a training facility for new inspectors.

*Director of Food & Beverage  
Mohegan Sun Casino | Uncasville, CT | April 2015 to August 2018*

- Member of the Food & Beverage opening team.
- Hired food and beverage management team, directed the hiring of food and beverage staff.
- Conducted "Dynamite Customer Service" training for all food and beverage employees.
- Collaborated with the Culinary Director on menu concept/design and service success.
- Developed and managed annual department budget.
- Created event catering department.

*Adjunct Hospitality Management Instructor  
Naugatuck Valley Community College | Waterbury, CT | September 1982 to May 2018*

- Taught 2 courses each semester in the Hospitality Management Program within the Business Division of this Aspen Institute "Top 150" Community College.
- Assignments included Food & Beverage Cost Controls, Guest Service Management, Marketing for Hospitality & Tourism, and Human Resources Management.
- Led seminars in the non-credit division.
- Designed and managed student-run public luncheons and catered events.

*Owner  
Restaurants Unlimited, Inc. | Waterbury, CT | May 1982 to June 1991*

- Elite, market leading group of fine dining, casual, and catering venues. Managed additional restaurants under contract with their owners.
- Westside Lobster House | "We honestly cannot recall being served fresher, more perfectly prepared pieces of fish anywhere between Boston and Baltimore," noted food critics Jane & Michael Sterns
  - Heminway's American Restaurant | One of the industry's first eclectic menu, casual restaurants
  - Westside Caterers | Distinctive off-premise catering services, caterer of choice to Litchfield County, Connecticut's celebrities
  - The Grand Ballroom | Renovated the 250 seat ballroom in Waterbury's renowned Elton Hotel to its 1905 grandeur. Elegant food and beverage, damask, crystal and silver rocketed this venue to market prominence

## Additional Industry Experience

*President, Connecticut Hospitality Educational Foundation, 10 years  
Interim President & CEO, Connecticut Restaurant Association, 1 1/2 years*

## Professional Certifications

*Foodservice Management Professional (FMP), National Restaurant Association  
Certified ServSafe Instructor/Exam Proctor  
Certified ServSafe Alcohol Instructor*

## Professional and Personal References Upon Request