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Subject: **Marketing Manager, Strategic Restaurant Partners**

Dear Hiring Manager:

UberEats is a fantastic way for restaurant groups to grow their customer base and profitability.

I should know. I've negotiated with restaurants and food retailers for marketing partnerships -- and would like to leverage that and other experiences in becoming your **Marketing Manager, Strategic Restaurant Partners**.

In brief, my qualifications include:

- **RESTAURANT / FOODSERVICE KNOWLEDGE** – For Kraft/Mondelez I contacted leading restaurant and food retailers for launch of new app. Representative organizations include: Cheesecake Factory, Dine Equity (Applebee's, IHOP) (Darden (Olive Garden, Red Lobster+), Brinker (Chili's, Maggiano's) Denny's, Il Fornaio, Pizza Hut and others. Separately, in soliciting consumer insights services, I've contacted a number of marketers in McDonald's, KFC, Chipotle and many more.
- **GLOBAL FOOD & CPG NETWORK** – Built distributor relationships and launched products in Europe, Russia and South Africa for Clorox International for now > \$200M revenue growth. Drafted international licensing agreement for Peet's Coffee & Tea.
- **DEAL STRUCTURING** - As part of M&A team, authored C-level documents resulting in sales to Nestle (\$90M) and Pfizer (\$300M) at investment bank headed by former Goldman Sachs executive. Conducted acquisition search for leading branded snack company (undisclosed).
- **NEW PRODUCT STRATEGY & LAUNCH LEADERSHIP** – Led projects with CEO's of Andronico's Markets, Dean & DeLuca, Peet's Coffee and United States Postal Service in creation of *Post Office Express*. Consumer insights for new products for Del Monte, General Mills, Kraft, Mondelez and many more.

I am sincerely interested in this position and would be pleased to hear from you. Please call or text me: (415) 652-1937 at your earliest convenience.

Regards,

John Wiest