

# A Journey of Discovery & Delight

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Mark J French

# Beginnings

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- **“So, what do you want to do when you grow up French?”** ... *Housemaster at school*
- **“Oh I don’t know sir... something creative with lots of travel”** ... *My reply*
- **“Yes, yes, well everyone wants that! Now get back to your physics and study for a real job!”** ...  
*Housemaster*

# Determination

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- **“If ever I was told that I could not do something, it has always driven me to strive that much harder to succeed”.**

# Bristol

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- Aged 14, I started working with a friend at a local hotel as a holiday job.
- The energy, vibrance and variety of the hotel captivated us and we both embarked on careers in the hospitality field.
- After taking the City & Guilds craft courses in service and culinary, I then took on my first job as a trainee or *commis* chef.
- The Holiday Inn was Bristol's premier hotel at the time with fine dining, banqueting, a coffee shop and even a night club. A good hotel to get my culinary *feet wet* so to speak.

# First Stop, London

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- I was given a reference by the chef in Bristol and presented myself at the 5 star Royal Garden hotel in Kensington.
- My first day and there are turned mushrooms to prepare as the garnish for the soup of the day. I am going to have to up my game!
- Chef Remy Fougère had an outstanding system of developing those that he identified as having potential and during the 3 years that I spend at the hotel, I experienced all departments of the culinary operation.
- Various other opportunities present themselves and I continued to develop my craft and management skills in the luxury London market, culminating in a prized Chef de Partie position under Anton Mosimman at The Dorchester.

# Further Afield

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- I was still hungry for travels and jumped at the opportunity to take up a position with Rockresorts at Caneel Bay in the US Virgin Islands.
- Seasonal transfers in a variety of hotel and resort operations led to some outstanding postings.
- After a term as Chef de Cuisine at The Waldorf=Astoria, NYC, I returned to the Caribbean as the opening chef of Jumby Bay and then general manager of an independent F&B centric resort, Hodges Bay Club, both in Antigua, West Indies.
- When the HBC was put up for sale, I then made a conscious decision to hone my business skills and joined Interstate Hotel Corporation with the directive to turn around the key performance indicators in all areas of 2 New Jersey hotels.

# To the Present

- A team-mate on the New York Culinary Olympic team who was Executive Chef at The Marriott Marquis on Times Square, suggested that I look at the hotel as he was leaving.
- This was the beginning of a challenging and exciting 16 years with a leader in world hospitality during which time I was able to expand my experiences from executive chef, to F&B director, resident manager and regional director for the Northeast region, culminating in my last 5 years as director of International F&B supporting the global teams and developing far reaching company wide initiatives.
- A stint covering Southern Europe and Mediterranean F&B for Hilton has been followed by General Manager assignments in the US and Middle East/Africa and the completion of my 25 years with Marriott.
- My wish with developing a culinary-centric website is to share the enormous resources that I have developed and collected over the years for all those interested in good cooking and the professional kitchen.

# Proven Track Record

“Mark was responsible for developing and executing top company wide initiatives as well as supporting over 300 hotels as subject matter expert during a period of rapid growth for our organization. He is a true professional who contributed greatly to our **SUCCESS**”. Scott Neumayer, former Sr. VP, International Operations, Marriott International Inc.

“I found Mark to be of exceptional character and more importantly never satisfied with the status quo, always looking for better ways to succeed and compete in the very challenging New York City market. I found him to be very organized, professional and to have a very high degree of both written and oral **communication**”. Steve Glen, former VP Operations Asia Pacific, Marriott International Inc.

“Mark was always willing to lend assistance and had a very good rapport with all hotel’s associates, guests and corporate leaders”. Gene Coutu, VP Operations, North East region, Marriott International Inc.

“Mark has always exhibited the excellent leadership qualities, commitment and expansive technical knowledge to earn him the respect of his team and organization”. Dennis O’Toole, former VP Human Resources, Rockresorts



# Multiple Markets



- City Centre & Landmark Hotels
- Convention Hotels
- Airport Hotels
- Family & Golf Resorts
- Private Island Resort
- Independent Restaurants

# Business Manager

	A	B	C	D	E	F	G	
1	<b>DAYS ON HAND CALCULATOR</b> (Should be 10 Days of Stock)							
2								
3								
4								
5	2006	Purchases	Daily Consumption	Last Pd Inventory	This Pd Inventory	Average Inventory	Days On Hand	
6								
7		Pd 1	£1,564,449	£28,016	£256,662	£229,517	£243,890	6.39
8		Pd 2	£1,098,331	£30,013	£229,517	£209,942	£217,440	6.04
9		Pd 3	£96,469	£25,231	£209,362	£207,100	£206,231	8.85
10		Pd 4	£1,646,415	£31,372	£207,100	£193,780	£200,440	5.36
11		Pd 5	£1,275,905	£45,368	£193,780	£216,121	£204,951	4.50
12		Pd 6		£0	£216,121	£168,061	#DIV/0!	
13		Pd 7		£0	£0	£0	#DIV/0!	
14		Pd 8		£0	£0	£0	#DIV/0!	
15		Pd 9		£0	£0	£0	#DIV/0!	
16		Pd 10		£0	£0	£0	#DIV/0!	
17		Pd 11		£0	£0	£0	#DIV/0!	
18		Pd 12		£0	£0	£0	#DIV/0!	
19		Pd 13		£0	£0	£0	#DIV/0!	

## Buffet Check Control

- 2 Part Pad, Chits (same width as Micros paper)
  - Greeter Controls & Completes as they Seat Guests
  - One Copy kept in Book & 1 Copy left at Table when Seating Guest (Server then has guest name)
  - Server Staples Table Copy to Micros Check
  - Micros Report Run at End of Shift
  - Manager Reconciles Total Checks Opened Against the Number of Chits Issued
  - Discrepancies are Followed Up On (There should Never be More Chits Issued Than Checks Opened)
- Simple Process... those Working the System may have Issue Implementing as this makes Check Flipping Virtually Impossible

Name: Buffet Cost Standard \*\*

Discipline: Food and Beverage

Brand: Type: Standard

Applier To: Int Mgd: Required

Int Fr: Required

Published: September 1, 2006

Last Revised: Effective: October 1, 2006

Last Reviewed:

**Objective**

To provide baseline guidelines to hotels for use in evaluating the profitability of buffets.

**Standard Criteria**

All restaurants with lunch, dinner and Sunday brunch buffets should conduct a minimum quarterly profitability analysis for these meal periods using the attached template guideline. \*\*

Any restaurants with a buffet not achieving the break even level of profitability may consider calculating costs monthly and should also strongly consider discontinuing the buffet.

In order to streamline the process at properties with limited resources, it is recommended calculate the cost of the main item in a dish such as gratin of main component, seafood salmon and add 7% to cover the cost of sauces, garnishes and seasonings. Once an item costing is done, further calculations will be much faster.

**Related Resources**

**PASSPORTS** Web Certification Update  
Second Anniversary  
Sep 17, 2005 - Nov 9, 2005

Region	Properties Participating in Program	Properties doing Web Certification	Total Web Certification Tests Completed	Overall % Comp since 2005	Total Certificates Issued
AP	73	7	56	6	48,545
CAIA	32	7	29	9	24,400
CE	66	11	55	9	21,839
UK/MEA	78	2	18	1	37,216
<b>Portfolio Total:</b>	<b>249</b>	<b>27</b>	<b>239</b>	<b>15</b>	<b>132,013</b>
					<b>6,593</b>
					<b>14%</b>
					<b>97,446</b>
					<b>1,043</b>
					<b>182,515</b>

Total Certificates Issued YTD: 102,515

**STANDARDS** **ADD VALUE TO ALL** **FINANCIAL IMPACT** **GUEST IMPACT** **THANK YOU**

**HOT LIST**

- EMPLOYEE SURVEY
- ROOM SERVICE SALES PLUGS
- BEVERAGE SERVICE TRAINING
- CASH MICROS SETUP
- MONTH END/FINAL PROCESS
- LABOUR SHEET
- FTS SPREADSHEET
- CREDITABLE LOGS
- SUGGESTION BOXES
- SPA MENUS
- DEPT ORIENTATION
- KIDS FUN PACKS
- APPOINTMENTS/SERVICE

**2010 GOALS**

- MANAGER DEVELOPMENT
- SENGUASS CONCEPT
- ROOM SERVICE MENU

**Variable Labour:**

Job	WAGE	HOURLY	TOTAL
Chief de Partie	\$		\$
Chief de Partie	\$		\$
Commis Cook	\$		\$
Commis Cook	\$		\$
Commis Cook	\$		\$
Buffet Planner	\$		\$

**Buffet Profitability Analysis**

Range: [ ] Date: [ ]

Meal Period: [ ]

Buffet Profit Cost

Item	Cost	Revenue	Profit	Loss	Total
Buffet #1000	3000	3000	0	0	0
Buffet #1001	3000	3000	0	0	0
Buffet #1002	3000	3000	0	0	0
Buffet #1003	3000	3000	0	0	0
Buffet #1004	3000	3000	0	0	0
Buffet #1005	3000	3000	0	0	0
Buffet #1006	3000	3000	0	0	0
Buffet #1007	3000	3000	0	0	0
Buffet #1008	3000	3000	0	0	0
Buffet #1009	3000	3000	0	0	0
Buffet #1010	3000	3000	0	0	0
Buffet #1011	3000	3000	0	0	0
Buffet #1012	3000	3000	0	0	0
Buffet #1013	3000	3000	0	0	0
Buffet #1014	3000	3000	0	0	0
Buffet #1015	3000	3000	0	0	0
Buffet #1016	3000	3000	0	0	0
Buffet #1017	3000	3000	0	0	0
Buffet #1018	3000	3000	0	0	0
Buffet #1019	3000	3000	0	0	0
Buffet #1020	3000	3000	0	0	0
Buffet #1021	3000	3000	0	0	0
Buffet #1022	3000	3000	0	0	0
Buffet #1023	3000	3000	0	0	0
Buffet #1024	3000	3000	0	0	0
Buffet #1025	3000	3000	0	0	0
Buffet #1026	3000	3000	0	0	0
Buffet #1027	3000	3000	0	0	0
Buffet #1028	3000	3000	0	0	0
Buffet #1029	3000	3000	0	0	0
Buffet #1030	3000	3000	0	0	0
Buffet #1031	3000	3000	0	0	0
Buffet #1032	3000	3000	0	0	0
Buffet #1033	3000	3000	0	0	0
Buffet #1034	3000	3000	0	0	0
Buffet #1035	3000	3000	0	0	0
Buffet #1036	3000	3000	0	0	0
Buffet #1037	3000	3000	0	0	0
Buffet #1038	3000	3000	0	0	0
Buffet #1039	3000	3000	0	0	0
Buffet #1040	3000	3000	0	0	0
Buffet #1041	3000	3000	0	0	0
Buffet #1042	3000	3000	0	0	0
Buffet #1043	3000	3000	0	0	0
Buffet #1044	3000	3000	0	0	0
Buffet #1045	3000	3000	0	0	0
Buffet #1046	3000	3000	0	0	0
Buffet #1047	3000	3000	0	0	0
Buffet #1048	3000	3000	0	0	0
Buffet #1049	3000	3000	0	0	0
Buffet #1050	3000	3000	0	0	0

- Stakeholder Focused
- Conversant with Owners and Asset Managers
- Leader in Team Goal Strategy
- Leader in Maximising Performance
- Specialist in Revenue Enhancement
- Specialist in Effective Cost Containment
- Resourceful through Economic Downturns
- Goal and Strategy Focused
- Developer of Effective Tools to Support Operations

## Where Does a Pound Go?

(Average Industry Profit)

Food & Beverage Costs 34p



Marketing, Equipment & Insurance 20p

Payroll & Taxes 33p

Rent & Utilities 8p

Average Profit 5p

# Creative



Successful mastery of all areas from cold and hot kitchen to pastry

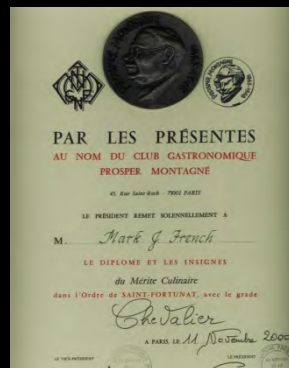
# Communicator



- Defining Objectives & Performance
- Strategy
- Staff Development
- Motivation & Inspiration
- Resourcing Talent & Recruitment



# Competitive



## International Highlights including:

- 6 Gold medals at Culinary Olympics with special award for perfect score
- Medal of French Government Best of show, New York
- Senior Grand Prix Heart of England
- 4 Gold medals with UK team World Master Chefs Challenge, Toronto



# Collaboration & Teamwork



- Operational and Global Level
- Special Projects
- Regional & Global Training
- International Teams
- Philanthropic Activities

# Recognition



- Manager of the Year, New York Marquis
- 1st Worldwide Chef of the Year, Marriott International
- Multiple Industry Contribution Awards
- Escoffier Society Medal of Honour
- Multiple Corporate Service Recognition Awards

# Recreation



- Fly Fishing
- Antique Copper Moulds
- Historical Cookbooks
- Herb Gardening
- Windsurfing & Kiteboarding
- Watercolour Painting
- Rugby, Cricket & Football





# And yes...I am still travelling!



To Be Continued...

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