

BETT MICKELS

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Business Strategy Leader - Proven leadership success with large multi-national corporations: domestic and international strategic business expertise in franchising, operations, people development, training, organizational behavior, and operations systems and processes. Operational transformations in key business areas of customer service value, revenue, spend reduction, strong profitability, and record ROI. Passion and strengths in partnering and relationship building with small, large, domestic and global company and franchise operations teams; collaborative partnership style used across all organizational levels throughout diverse geographies and cultures.

Strengths and Skills:

Motivating teams & creating best-in-class infrastructure Thinking critically at strategic and tactical levels
Managing complex projects of capital & human resources Meeting metrics by engaging & empowering others
Implementing change in areas outside of direct control Influencing cross-functional teams to common goals

Business Strategy Consultant

San Diego CA 2011 – Current

International and domestic business expansion and business improvement

- Sets business expansion or solutions strategies aligned with company objectives
- Systematizes processes resulting in customized “Business in a Box”
- Coaches business owners on franchise process, contract, recruitment, implementation
- Provides consulting service to 15 global team leaders and 11 global regional leaders
- Reviews effective and scalable businesses that work cross-culturally, across borders



WorldWideTeams Consulting

*Leadership, Service,
Operations, Strategy,
Team Performance
Franchising*

Regional Director of Operations

San Diego CA 2009 – 2011

Field Management of Store Operations, 7 districts, 80 stores, 1,900 employees

Management of \$90M Revenue Stream

- Developed consistent approach of people development solutions and systems
- Implemented industry-leading service solutions (5% sales increase +2% above adjacent market)
- Leveraged structured and rigorous approach to retail space (+3% in coffee sales)
- Led test stores evaluations on cost-effective customer strategies and new products
- Established root cause analysis and P&L discipline to develop team in optimizing profit (+.5% EBITDA increase)



Starbucks Coffee Company Premier coffee roaster

*\$11.7B revenue
17,000 stores
50 countries*

Regional Director of Operations

San Francisco CA 2008 - 2009

Field Management of Store Operations, 13 districts, 120 stores, 2,500 employees

Management of \$95M Revenue Stream

- Aligned entire region on customer focused strategies (resulting in highest customer metrics)
- Developed District Managers' skills in multi-channel sales strategies (+\$3M in sales in 1 FY)
- Created P&L solutions working with Board of Directors (+1.5% in Profitability)
- Established outside sales (catering) platform resulting in successful PTA partnership
- Developed remedial training and ongoing coaching systems (\$1.5M savings in labor & food)



Jamba Juice

*Industry leader in
smoothies-fresh juice
\$317M revenue
750 US stores*

Director of KFC Franchising West Division

San Francisco CA 1995 -2005

Field Management of 1,000 stores, 180 franchisees, 11 states

Internal staff of 6 field consultants

Managed \$875M Revenue Stream and \$45M P&L

Led consulting strategy for KFC's largest franchisee (owning +500 stores);

- Developed field consultants in ROI customer centric strategies (Delivered sales 1-2% above national trend)
- Build partnerships with clients; increased customer satisfaction and optimized product promotions
- Developed metrics, operations and sales solutions for poor performers (Turned around 50+ underperformers)
- Created project plans with team to improve new and upgraded stores (surpassed all store and store remodeling KPIs)
- Analyzed 700 real estate trade areas for store growth (Stores built on approved properties exceeded national average)



Manager of KFC West Division Training

Newport CA 1990 - 1995

Responsible for West Coast Training for KFC

Managed 8 field training managers, 650 stores, including all company and franchise restaurants

Managed \$250M Revenue Stream

- Developed training to focus on client needs and communications (lead Quality Management for KFC)
- Led district training workshops, facilitated executive meetings, presented to corporate quarterly meetings
- Established best practices for field operators (realizing \$1.2M operations savings and 35% training cost reduction)
- Executed operational implementation of new products and processes (on time, within budget)
- Designed, field-tested and implemented operations, management and customer service training

HR Manager, Training & People Development

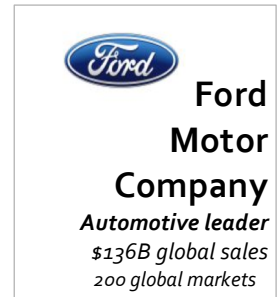
Ford Aerospace Division

Newport Beach 1982 - 1990

Responsible for Ford Aerospace's change management training for 2,800 employees

Ford Aerospace was DOD lead prime contractor

- Developed HR processes in people development and leadership competencies
- Created leadership and management training and organizational design platforms
- Negotiated union grievances in manufacturing production plant with 0% plant shutdown; held TS clearance
- Improved efficiencies by 11% in manufacturing, marketing and engineering departments using Lean Model
- Designed Total Quality, Customer Service, Ethics, Project Management, Process Flow Analysis workshops



Doctorate of Business (DBA), University of Phoenix, 2010

- Areas of Study: Development of high performance teams, leadership styles, people development

Masters of Business Administration (MBA), Pepperdine University, 1990

- Areas of Study: Strategic planning, global market feasibility, leadership development