



## Peter Keating

**Translating strategic insights into action.**

Peter is an enthusiastic, passionate and strategic leader who drives business success by developing and empowering teams to create great customer experiences, capitalize on growth opportunities and ensure effective relationships with all stakeholders. Peter is recognized for his ability to successfully develop and implement strategic initiatives in Operations, Supply Chain, Marketing, Product Development, Real Estate and Construction and Franchise Development.

### SELECTED ACHIEVEMENTS

#### **Strategic Planning and Execution**

- Stabilized and reset direction for a 400-unit national franchise chain by closing underperforming locations, addressing staffing issues, improving processes and directing location development into new market segments.
- Spearheaded a complete re-imaging of a restaurant brand through market research, developing new strategy and mission, updating location décor, developing new marketing platform and improving social media focus in a highly competitive market.
- Coordinated major organizational integrations for several acquisitions: Integrated functional teams, established effective office configuration, oversaw renovations, implemented IT and telephone system upgrades and coordinated physical move-ins of 50+ new staff members.
- Helped private equity owners evaluate potential acquisition targets and prepared company for divestiture by optimizing revenue streams and assembling due diligence data.

#### **Supply Chain Execution and Innovation**

- Integrated supply chains for multiple acquired businesses and introduced category management; Renegotiated vendor and distributor contracts resulting in annual savings of over \$1 million.
- Transformed procurement processes for critical products by updating specifications and policies for quality assurance, product safety and supplier selection. Introduced a new commodity-based pricing model to provide transparency with vendors and greater cost predictability.
- Revamped in-house distribution by moving to 3<sup>rd</sup> party provider; transitioned staff and capital assets, negotiated new agreement and key performance indicators, resulting in \$200,000 annual savings.

### PRIOR EXPERIENCE

- The Osborne Group
  - McMichael Canadian Art Collection
  - Quesada Franchising of Canada
- MTY Group
  - Brand Vice President
  - Vice President Supply Chain
- Country Style Food Services Inc. – Vice President Supply Chain
- A&W Food Services of Canada Inc. – Director Purchasing and Distribution
- Maple Leaf Food Services Inc. – Product Manager

### QUALIFICATIONS

- Masters of Business Administration – Simon Fraser University
- Bachelor of Business Administration – Brock University
- Leadership Development Program – Niagara Institute

