

ANTHONY L. PORCELLINI | SENIOR FOOD & BEVERAGE EXECUTIVE

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Profile

20+ years of strategic, high-performing, award-winning food and beverage experience in Big Box resorts, including: conceptualizing, operating, managing, financial and personnel oversight, marketing, expanding, re-positioning and industry engagement. Proven history of exemplary financial, operational and brand success of multiple F&B outlets – ranging from quick service to fine/celebrity-chef dining - while simultaneously overseeing outperforming catering and banquets division for leading meetings and convention hotel in Walt Disney World Resort. Led team of over 900 professionals; forged strong cohesive teams with little turnover. Attracted and secured celebrity chef and renowned restaurant brands for licensed operations, setting standards as a top-performing franchised outlet. Certified Sommelier. Operated as food and beverage media expert/spokesperson with local, regional and national media as well as local and corporate food and wine instructor/facilitator. Conceptualized innovative, revenue-generating banquets programs; developed annual food and wine festival, driving sold-out hotel occupancy and incremental F&B revenue in traditionally soft periods. Experience with multiple hotel brands (Westin, Sheraton, W, St. Regis, now part of the Marriott portfolio). **Transformed F&B operation into a successful revenue center, generating over \$125M in annual revenue, exceeding budget expectations 5% annually.**

❖ <i>Passionate</i>	<i>Trend-Aware</i>	<i>Industry-Connected</i>
❖ <i>Enthusiastic</i>	<i>Personable</i>	<i>Committed to Cultivating New Talent</i>
❖ <i>Creative</i>	<i>Relationship-Driven</i>	<i>Fiscally Astute</i>

Professional Experience

WALT DISNEY WORLD SWAN AND DOLPHIN RESORT, Orlando, FL

Food & Beverage Director

2004 - 2018

Assistant Food & Beverage Director

1998 - 2004

Oversight of 17 high-performing restaurants and lounges at leading, 2,267-room meetings hotel complex in Walt Disney World Resort. Led team of 900. Responsible for banquets and catering team servicing 329,000 sq. ft of meeting space, producing more than 4,000 covers a day. Seamlessly integrated brand/operational standards for Walt Disney World, Marriott and on-site hotel ownership, Tishman Hotel Corporation. Served as a member of the hotel's executive committee and as primary food and beverage media spokesperson/expert as well as a member of the corporate task force, opening 30 restaurants and 15 hotels across the Starwood/Marriott brands. Served as part of the Starwood Food and Beverage Council, responsible for 20 hotels regionally. Transformed F&B operation into a successful revenue center, generating over \$125M in annual revenue, averaging \$4M revenue growth each year.

- Conceptualized and implemented restaurant concepts, including Fuel, a \$6M Grab & Go; Phins Lounge and 4 specialized hotel food trucks. Forged successful partnerships with Celebrity Chef Todd English (Todd English's bluezoo); Famed NFL Coach + Restaurateur Coach Don Shula (Shula's Steak House) and iconic restaurateur Brian Galligan (Il Mulino New York)
 - Created Walt Disney World Swan and Dolphin Food & Wine Classic annual festival, generating more than \$500K and 1,000 incremental room nights during traditionally soft periods. Created interactive training classes and served as an event wine instructor
 - Devised Visionary Innovative Banquet Events (VIBE) unique, revenue-generating banquet programs. Created captivating food and beverage meeting planner site inspection events for sales team (hanging dessert station, dinner in an elevator, etc...)
 - Introduced F&B trends into hotel offerings: interactive cooking, small bites, local sourcing, mixology, cold-smoked cocktails and using liquid nitrogen in cocktails
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Food & Beverage Director (continued)

- Worked directly with ownership in developing food concepts and kitchen designs
- Operated as official F&B media spokesperson. Featured on local and regional broadcast outlets, including: WESH-NBC News; Fox News; Good Morning Atlanta; Led planning and operations for pastry chef Today Show broadcast. Profiled/quoted/guest author in local, regional and national media, including: *Orlando Sentinel*, *Orlando Business Journal*, *Hotel F&B*, *Meetings and Conventions*, *Smart Meetings*, *Meetings South*.
- Personnel Accomplishments:
 - Trained over 100 certified sommeliers – Levels 1 & 2
 - Developed a successful 13-week internship program with 4 major universities; facilitated 6 training classes
 - Established a recruiting program with Florida School for the Deaf and Blind in St. Augustine, FL
 - Recruited 6 hearing-impaired stewards and promoted them from within
 - Actively trained more than 20 managers to communicate in American Sign Language
 - Mentored and promoted over 20 food and beverage managers promoted from within in one year
- Achievements
 - Named “Caterer of the Year” by National Association of Catering Executives (NACE)
 - 3 specialty restaurants winner of *Wine Spectator Award of Excellence*; One *Best of Award* restaurant winner
 - 5 restaurants in one hotel simultaneously generated over \$5M each
 - Achieved an average \$4.7M year-over-year revenue growth over a 10-year period, increasing total revenue from \$78M to \$125M

Marriott Orlando World Center, Orlando, FL

Restaurant Operations Manager/Specialty Restaurant Manager

1996 - 1998

Responsible for the operation and financial success of all restaurants; generated \$14 million in revenue. Developed new concepts and consistently increased business levels.

The Walt Disney World Swan (Westin Hotels & Resorts), Orlando, Florida

1989 - 1996

Manager of Restaurants/Restaurant Manager

Responsible for the nightly operations of hotel restaurants; assisted in changing and developing the concept of Gulliver's, a 200-seat themed restaurant; opened and operated Palio, a 222-seat high-volume Italian restaurant; established and maintained policies, procedures and service standards for restaurant and staff.

The Westin Hotel, Indianapolis, Indiana

1988 - 1989

Assistant Restaurant Manager

Opened a 240-seat three-meal-a-day restaurant with show kitchen; assisted in hiring, training and supervising a staff of 60.

The Westin Hotel, Stamford, Connecticut

1988

Manager Trainee/Assistant Restaurant Manager

Completed Westin Food & Beverage training requirements and was promoted to assistant restaurant manager of 140-seat restaurant and 70-seat terrace.

Education & Certifications

B.S., Hotel/Restaurant Management, Johnson & Wales College, Providence, RI
A.S. Restaurant Institutional Management, May 1986
Certified Sommelier by the Court of Master Sommeliers
Westin Corporate Food & Beverage Director Training Program
Marriott Impact of Leadership
Marriott Foundations of Leadership

Industry/Career Honors & Accolades

National Association of Catering Executives (NACE) Orlando Guest Speaker
Named "Caterer of the Year" by National Association of Catering Executives (NACE)
Johnson and Wales Alumni Judge
Pre-opening Team, Westin Diplomat, Ft. Lauderdale, FL
Pre-opening Team, Westin Times Square, New York, NY
Pre-opening Team, Chicago Sheraton Towers, Chicago, IL
Conversion Team, Westin/Sheraton Our Lucaya, Bahamas
Facilitator, Starwood Hotels and Resorts, F&B University
Member, Westin's Imported Core Wine Tasting
Instructor, Westin's Wine Program
Member, Regional Food and Beverage Council, Starwood Hotels & Resorts
Speaker at Catersource, Las Vegas, NV
Sommelier/Director of Wine & Education, Carrera Wine Cellar, St. Augustine, FL

References Available Upon Request