

Michael S. Peltz

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OBJECTIVE Leader and visionary, with the ability to take decisive action, utilize balanced judgment and deliver consistently superior results. Nine years of progressive experience in ownership, product development, training and general management.

EXPERIENCE **The Drip Specialty Coffees, Irvine, CA**
President and CEO, August 1994 – Current

Work with Senior Managers, Suppliers and Marketing to drive business objectives

- Established company focus on the direction of the business in this middle market business.
- Manage sixteen employees including four managers.
- Negotiate rental agreements/leases on all existing locations.
- Develop Tools that include: Employee training programs, Product training as well as Management Programs for employee benefits.
- Continue to manage Product Mix
- Responsible for day-to-day operations of all equipment at four locations.

BellaTazza Espresso Service, Santa Ana, CA
Owner, February 1993 – July 1995

Revamp existing business

- Develop creative marketing strategies to revitalize and reorganize business.
- Turned around sales figures fourfold.
- Hired additional staff to help run the business.
- Prepared and delivered a Sales training for team

The Tennis Outlet, Laguna Beach, CA
Co-Owner, February 1991 - February 1993

Provide Business Experience to facilitate the growth of the Organization

- Present business plan to lead investor for future funding
- Develop and merchandise the store for increasing market penetration.
- Negotiate terms on lease for store location
- Managed Supplier relationships throughout the life of the business

Le Meridian Hotel, Newport Beach, CA
Head Tennis Professional, January 1988 – February 1992

Created adult and junior tennis programs and tournaments.

- Ran the Retail Tennis Shop (Sold product, strung rackets, designed look of store, exceeded sales month over month)
- Built an adult program that consisted of over 75 adults.
- Built a junior program that consisted of over 100 juniors.
- Held three open tournaments each year.
- Raised sponsorship money to grow the tournament interest year over year.

Personal References Available Upon Request