

Chris Hogarth
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Summary: A seasoned professional with broad based experience in retail real estate and site selection for ground leases/purchases and end-caps in most major US markets, with proven ability to work successfully within a fast paced and demanding environment requiring practical and creative problem solving, and accustomed to delivering detail-oriented, high quality performance within the constraints of budget and deadline.

Professional Experience:

Insomnia Cookies/Serve U Brands, Philadelphia PA

Director of Real Estate

March 2018-February 2020

Led and managed the company's Real Estate Department, including internal deal makers and outside brokers, on all aspects of the corporate new store national development strategy, market planning, market evaluation, site selection, deal negotiations, Landlord deliverables, zoning/permitting analysis, financial analysis, corporate approval, and lease negotiations for new Insomnia Cookies locations.

- Opened 50 new stores in 30 states (20 new markets) in 2018-2019 producing \$30 million in new store sales and negotiated deals leading to current plan to open 25-30 stores in 15 states in 2020
- Developed growth strategy and secured locations in new markets (Los Angeles & San Francisco)
- Reduced investment costs and increased annual store operating days by negotiating additional Landlord deliverables and allowances in deal structures
- Trained internal staff of deal makers to effectively analyze and evaluate markets in the field
- Initiated new internal processes for effectively transitioning deals to Construction and Legal teams
- Created a test formula-based market plan to rank target trade areas in the Philadelphia MSA
- Prepared reports to present development strategy and new store performance to Board of Directors

Qdoba Restaurant Corporation/Jack-in-the-Box, Inc., San Diego CA

Real Estate Manager

September 2013-March 2018

Created and executed the market development plan for both new corporate and franchise store expansion to introduce new store design. Identified and negotiated deals and legal documents for new Qdoba and Jack-in-the-Box store locations in NY, NJ, PA, DE, MD, VA, NC and SC.

- Identified and negotiated deal terms for approximately 20 openings in 6 states producing approximately \$30 million in new store sales
- Collaborated with Construction and Design to implement unique store plan design based on trade area and shopping center design
- Reduced investment costs by negotiating increased Landlord deliverables
- Increased annual store operating days by shortening time frames for lease negotiations

Pollo Tropical (Fiesta Restaurant Group), Miami FL

Director of Real Estate

December 2009-June 2013

Created the real estate strategy and development plan for corporate expansion into new markets (Atlanta GA & Nashville TN), negotiated all terms of site acquisition for ground lease and purchase deals in both letter-of-intent and legal documents.

- Created market plans for potential expansion into the Washington DC, Baltimore, Norfolk/Virginia Beach, Raleigh-Durham, Charlotte, Atlanta and Nashville markets
- Utilizing and collaborating with The Intalytics Consultant Group, established predictive analytics models for customer profile and day part sales estimates
- Opened first wave of new store locations in the Atlanta and Nashville markets

Panera, LLC (Panera Bread), Boston MA

Senior Real Estate Manager

April 2007-December 2009

Created and executed the real estate development plans for corporate and franchise expansion in major markets in PA, NJ, DE, MD, VA, DC, NC and SC. Performed all economic evaluations of proposed locations, estimated potential sales volumes, and presented locations to Corporate Development Committee for approval.

- Opened first Panera Bread location in Washington DC
- Opened 15 stores in 7 states producing approximately \$40 million in new store sales
- Prepared detailed analysis and reports for multiple target trade areas in the development plan
- Ranked all target trade areas via in-depth analysis of restaurant and competitor sales obtained via competitor restaurant manager interviews
- Trained all outside brokers to perform such analysis and how to obtain competitor sales volumes through manager interviews

Wendy's International, Inc., Philadelphia PA

Real Estate Director

June 2004-April 2007

- Conducted in-depth economic and market analysis to identify specific areas for corporate and franchise development in PA, NJ, DE, VA, MD, WV, and KY markets
- Completed economic evaluations of proposed sites, obtained construction costs estimates, and projected sales estimates with assistance of Engineering, Operations, Finance, and Legal
- Negotiated all terms of property acquisitions and leases, ensured compliance with all legal and company requirements, submitted packages for review and approval

McDonald's Corporation, New York NY

Site Acquisition Manager

February 2002-June 2004

- Identified and negotiated multiple corporate and franchise real estate transactions for freestanding restaurant locations in central and northern New Jersey, Staten Island, Brooklyn, and Queens
- 2003 "Market Share" Leadership Award

Education:

California University of Pennsylvania, California PA

M.A. Geography and Regional Planning

Graduate Assistant Football Coach, Student-Athlete Recruiter, and Camp Director

Coached and played professionally in the Federation of Italian-American Football League: Padova, Italy

College of William & Mary, Williamsburg VA

B.A. Economics

Football Letterman (Full Athletic Scholarship)