

CODY TEETS

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STRATEGIC OPERATIONS EXECUTIVE | P&L ACCOUNTABILITY | FRANCHISE CONSULTING | NEW SITE DEVELOPMENT

CAREER SUMMARY

- Strategic Operations Executive with 25+ years of multi-unit responsibility.
- P&L accountability for a complex, multi-state \$2B business.
- Partnered and consulted with diverse multi-unit entrepreneurs to grow consumer traffic, market share, revenue and income.
- Leveraged new site development to deliver above market ROI.
- Developed 18 corporate leaders at the officer and director level through the design and implementation of a 3-year organizational succession plan.
- Decision maker for franchisee approval, growth and term renewal. This included consulting franchisee organizations on the development of next generation leaders along with potential buyers.

PROFESSIONAL EXPERIENCE

Independent Consultant, US

2017 – Current

Provide private equity firms, universities, and small business with insight and industry benchmarks against their most complex operational, reinvestment and succession challenges.

McDONALD'S CORPORATION, Oak Brook, IL

1995 – 2017

McDonald's is one of the world's largest restaurant chains, serving approximately 68 million customers daily in 119 countries across approximately 36,000 outlets.

Vice President Franchise Relations (2015 – 2017)

Thought partner to the US President on the orchestration and approval of the 3-year turnaround plan for the US business.

Accomplishments:

- Created and implemented a franchisee leadership structure to enable efficiencies, inclusive of a 30% reduction in the innovation cycle and a savings of at least \$500M.
- Initiated adoption of a secure communications portal to improve collaboration, confidentiality and trust with franchisee and corporate leadership.
- Recognized with the McDonald's Global Women's Leadership Award for the implementation of technology driven communications to improve engagement and efficiency through the reduction of duplicate work streams.
- Cultivated strong relationships with the US Leadership team including the President, COO, CFO and CMO along with the Franchisee Leadership Council.

Scope: 1,800 independent franchisees representing 14,000 restaurants and 550,000 employees.

Vice President and General Manager (Market CEO), Denver, CO (2006 – 2015)

Chief Executive responsible for leading a \$2B multistate business, generating sales, market share and income results above industry norm.

Accomplishments:

- Demonstrated ability to develop and execute a 5-year strategic business plan.
- Increased Market Share by .5% in a declining "eating out category".
- Leveraged 'Consumer Insights' to align TV markets with customer driven initiatives, leading industry and company benchmarks.
- Developed a high performing team of promotable individuals – including four to corporate officer and six to corporate director levels for the organization.
- Recognized US Market leader for new site development. Results for new and remodeled units were driven through innovation of process, design, and technology.

Scope: 120 independent business owners for 800+ restaurants, representing 32,000 employees.

Multi-state staff of 70 employees, with six direct reports including the market COO, CFO and CMO, along with HR, Business Insights and Real Estate Development.

Vice President Restaurant Operations (Market COO), Seattle, WA (2002 – 2006)

Chief Operations Officer for a \$1.4B, multi-state market with direct accountability for revenue and income growth delivered through operations and strategic franchising.

Accomplishments

- Determined franchisee approval, franchisee growth and franchisee term renewal, driving strong business results in multiple markets.
- Instituted an operations measurement platform, inclusive of KPI measures, to ensure the improvement of underperforming restaurants and recognition of top performers. Business Unit delivered the highest customer satisfaction scores in the US business.
- Leveraged retail pricing tool, enabling the business unit to achieve traffic growth and a “Billion Dollar” sales milestone, positively impacting franchisee income by 15%.
- Developed a high performing team of promotable individuals – two to corporate officer and four to corporate director levels for the organization.

Scope: 100 independent business owners representing over 650 restaurants with 26,000 employees.

Multi-state staff of 45 employees, with three direct reports including Director of Operations, Training Director and Deployment Manager.

Sr. Director of Operations, Irvine, CA (2000 – 2002)

Lead Operations Expert, reporting to the Zone COO with responsibility in setting direction for operational measurement and accountability.

Accomplishments:

- Developed and implemented an operational measurement process for 4,300 restaurants in the West Zone.
- Piloted a mobile payment option using toll road transponder technology to improve ease and speed of service.

Scope: 500 franchisees with 4300 restaurants, west of the Mississippi.

Five direct reports including a Training Director and four Directors of Operations.

EDUCATION / CERTIFICATION & PROFESSIONAL DEVELOPMENT

MBA, Regis University

Finance and Accounting, Denver, CO

Bachelor of Science, University of Colorado

Marketing and Accounting, Boulder, CO

Brand Development – Kellogg School of Business

Strategic Communication – CRA Inc.

Public Speaking – Speak Easy & Executive Speaking

Strategic Planning – Harvard Business Direct

Executive Leadership Class – McDonald’s Corporation

Real Estate Development Course – McDonald’s Corp.

AFFILIATIONS & RECOGNITION

-Affiliate Professor Regis University, MBA Program – 2018

- ‘Board Bound’ – Colorado Women’s Leadership Foundation.

-Board Member Regis University– Audit/Risk and Academic Advancement Committees (2013 – present)

-NACD Member – 2017

-Gerson Lehrman Group Consultant – 2017

-Author, 'Golden Opportunity – Remarkable Careers of Success' (2012)

-Board Member / Treasurer –Dress for Success Denver (2010 – 2016)

McDonald’s President’s Award (awarded to top 1% of global employees)

-US Restaurant Development Award

-Market Share Award

-Global Women’s Leadership Award

-Zone President Award