

## **JEFFREY L. CARPENTER**

### SUMMARY

A senior executive, who retired, turned high school teacher, with a successful and proven track record in both the business arena and, now, the classroom. He has developed and operated multi-unit retail operations, both domestic and international. Broad Fortune 500 industry experience includes franchise and company owned operations, plus consumer-packaged goods strategic marketing with Fortune 500 organizations. Most recently completed a master's degree program in secondary education and after three successful years in the classroom, is seeking to continue bringing the application of his leadership skills, management experience and life learner passion to the high school classroom.

### EXPERIENCE

**CACTUS SHADOWS HIGH SCHOOL, -- Cave Creek, AZ**  
**Social Studies Teacher**  
**2016 - Present**

The position includes the leadership and management all classroom coverage/duties as a full-time teacher for 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> grade AP Government and Politics; AP & IB Economics; regular Government and American History classes. This responsibility also includes: a focus on professional development; communications with parents; assessment of all students; department and staff meetings; and collaborating with fellow teachers in designing common core curriculums and lesson plans that inspire young minds and prepare them for their future. Additionally, performed all classroom administrative duties, as needed and focused on building an exciting learning environment by implementing the following teaching philosophies:

- Incorporated constructivism philosophy of teaching into the classroom by implementing various student-centered learning methodologies, such as cooperative learning teams and business teams.
- Significantly enhanced the classroom environment by acting as the “teacher-coach” facilitator to promote student centered leadership and creating positive “real world” learning opportunities.
- Integrated technology into curriculum by supplementing class lectures and assessments through a completely integrated Google Classroom environment.
- Utilized Internet for resources on current events, history, economics, and literature to complement all student learning activities.
- Established and maintained positive relationships with students, parents, and colleagues, fostering an environment of open communication and support.

**DESERT MOUNTAIN HIGH SCHOOL, -- Scottsdale, AZ**  
**Social Studies Teacher**  
**2014 - 2016**

Managed all classroom coverage as a full-time teacher for 11<sup>th</sup> and 12<sup>th</sup> grade AP & IB Economics, regular Economics and American History classes; including professional development, communications with parents, assessments of students and all department and staff meetings. Collaborated with fellow teachers in designing curriculum and lesson plans; performed all classroom administrative duties, as needed.

- Founded and launched the Economics Club to increase awareness of the macro-globalization of today's world, encouraging students to express their ideas and thoughts regarding the geopolitical economic structure of the world's economies.
- Developed student participation in the International Economic Summit competition and placed first among 53 other school participants in the category of Video Solutions.
- Incorporated constructivism philosophy of teaching into classroom by implementing various student-centered learning methodologies, such as cooperative learning teams and business teams to promote student centered leadership and creating positive "real world" learning opportunities.
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**YUM BRANDS INC. – Phoenix, AZ**  
**2009-2010**

**Franchise AREA COACH (Long Term Consultant Assignment)**

Selected to consult and function as the Franchise Area Coach for nine (9) multi brand high-volume Company owned and operated restaurants which were "broken"; both the management staff and team members were in dire need of a sweeping change and revitalization. As Franchise Area Coach, successfully initiated strategic plan to lead, develop, coach and grow people, improve franchise operations performance, and profits. Directly responsible for leading all restaurant level operations through a team of managers and team members; deliver leadership that is grounded in the values that enables the restaurant team to keep the promise of an outstanding experience to guests by consistently providing a competitively superior dining experience. Successfully initiated a macro-organic change within the Area that re-established the company's focus on the franchise operations:

- Developed a strategic platform for recruiting, hiring, training and on boarding the franchise operations and staging the business for possible re-sale;
- Simultaneously executed successful re-establishment of customer-oriented Team members via hiring and training processes;
- Successfully developed and executed rebuilding of relationships with possible franchisee candidates;
- Reversed declining dollar sales trend and increased same store sales +8% and increased NIBT by 40%.

**PLANET HOLLYWOOD INTERNATIONAL, INC. – Orlando, FL  
1997-1999**

**President, Cool Planet, Inc.**

Recruited to be the President of a new and unique start up dessert café concept, Cool Planet, with complete bottom-line responsibility, managing, overseeing and creating the Cool Planet dessert café in entirety; including Concept Plan and Design Development, Partnership Relations, Franchise System Development, Menu Creation, Hiring and Training, Research and Development as well as all other key areas leading to the implementation and national roll-out of the Cool Planet Café Franchise System:

- Successfully developed and executed manufacturing and licensing agreement with Dreyer's Grand Ice Cream for production of all Cool Planet's proprietary ice cream products.
- Successfully developed and opened six Cool Planet Cafés in California, Minnesota and Florida and positioned the organization for the launch and opening of up to 20 additional retail franchise locations in 1999.
- Implemented the Cool Planet National Marketing System and established both the National and Local Store Marketing programs for Cool Planet, with tie-in to Cool Planet/Planet Hollywood celebrities.

**THE PILLSBURY COMPANY, INC. – Minneapolis, MN  
1992-1997**

**President, Managing Director, Häagen-Dazs Shops Company, North America**

Recruited as the Managing Director of a \$100 million global franchiser of retail frozen dessert shops with full bottom line profit responsibility. The company and the staff needed a sweeping revitalization. Successfully initiated a macro-organic change within the organization that: re-establish the company's focus on the Häagen-Dazs consumer; develop a strategic platform for system growth and the rebuilding of relationships with over 200 franchisees.

- Increased franchise same store sales +7% and increased franchisor NIBT by 40%.
- Developed strategic platform for growth within an evolving system: new Cäafe Häagen-Dazs concept. Launched four test markets; new organizational structure developed/ implemented to support growth; revised franchise agreement for transition to a more profitable partnership; and, new marketing approach to establish "The Häagen-Dazs Experience".
- Established development and rollout of on-line Monthly Operating Report process. System produced accurate and timely reports and led to a 27% reduction in field operating expenses.
- Developed and implemented a strategically directed marketing calendar for 200 member national advertising co-op. Effective and efficient management of advertising agency resulted in 32% reduction in costs.

**MID-FLORIDA YOGURT, INC. – Longwood, FL  
1984-1992  
Managing General Partner (Owner Operator)**

Founded Mid-Florida Yogurt, Inc., a multi-unit restaurant management company, established for the purpose of developing and operating retail frozen dessert franchise units. Through strategic acquisitions of existing TCBY franchise operations and new store development, Mid-Florida Yogurt grew from one store to over 50 stores within three years and controlled area development rights to 16 counties in Central and South Florida. Responsible for all aspects of the operation and achieved the following:

- In five years, Mid-Florida Yogurt’s net sales increased from \$290,000 per year to well over \$17 million in total sales with NIBT averaging 24%, per store annual sales exceeded the national average by +20 %. Consistently increased same store sales +10% per year.
- Developed and established the “Yogurt University” training center for the Mid- Florida Yogurt Team and staff members.
- Developed and functioned as Chairman of the first National Franchisee Advertising Cooperative and effectively established local market cooperatives to implement both national and local marketing programs.

**Prior to 1984, various executive positions, including:** JENO’S, INC. – Orlando, FL Executive Vice President/Marketing, Sales; ESMARK/STP CORPORATION – Boca Raton, FL, Vice President, Marketing; LENOX CHINA, INC. – Princeton, NJ, Vice President, Marketing

**EDUCATION & PROFESSIONAL DEVELOPMENT**

College Board Certified AP Economics

College Board Certified AP Government

International Baccalaureate Certified IB Economics

MA Ed Secondary Education, University of Phoenix

MBA Program, University of California at Los Angeles

BA, University of Arizona