

Key Strengths:

Multi-Outlet / High Volume Operations
Budgeting / P&L Management
Fine Dining / A la Carte / Banquet Services
Team Building & Leadership Training
Safety & Sanitation
Profit Enhancement
Guest Relations & Customer Service
Recipe Development & Food Styling
Entrepreneurship & Marketing Expertise

Healthy Cuisine, Spa & Herbal Menu Development

Culinary Educator
Creative Menu Development
Price Structuring & Cost Containment
Personal Chef, Catering, Special Event Planning
Quality Control, Inventory & Purchasing
Systems Automation
Product Development / Retail & Wholesale Bakery
Publishing, Broadcasting & TV Culinary Innovation
Bakery/ Pastry Expertise (Artisan Breads, Miniature Desserts, Cakes, Gluten Free, International Desserts)
Hospitality Marketing

Passionate About Food:

- Extensive experience in the specialty food industry serving as a chef, manager, store designer, buyer, catering expert, food stylist, adjunct faculty member and liaison working with clients that have a highly developed palate, an understanding of ingredients and a sense of aesthetic character.
- **Award Winning Chef with over 20 year career** in food preparation and kitchens, banquets, catering and a la carte operations for restaurants, grocery store chains, country clubs and private resorts. Culinary innovator known for producing top quality, creative products contributing to revenue growth while simultaneously reducing food and labor costs. Proven ability to effectively lead multi-outlet dining, high volume operations.
- A seasoned culinary and marketing professional who is completely able to conceive and develop recipes, menu engineering and food editorial.
- **Culinary Educator.** A broad culinary employment/self-employment background with a strong sense of the business side of culinary operations. Strong baking skills and a great sense of taste, combined with a well-balanced managerial style, which promotes enthusiasm and teamwork among students and staff.

Over 20 years of culinary expertise juggling a number of careers as a food stylist, food writer, recipe developer, executive chef and restaurant entrepreneur. In addition, a seasoned marketing guru, catering expert and culinary educator. Educator of numerous culinary classes for children in a program entitled “Kids Culinaire” as well as adults in both private and group classes for over 18 years. Always knowing that food has the power to bring people together but more importantly, it has the power to heal, years of teaching special culinary and dietary needs programs for patients with cancer at the Hollings Cancer Center in Charleston, as well as serving as personal chef for Doctor of Naturopathic Medicine. This concept of spa cuisine developed after founding the internationally well-renowned C.E.O.*spa* launched in Dallas, Texas.

Academic Credentials and Objectives:

Awarded a **Bachelor of Arts** degree in from **Indiana University June 30, 1992**. Academic and professional credentials have been enhanced by additional training in leadership development, project management, finance, management of culinary operations and business, and supervision of national and divisional accounts. These skills and experiences enable one to serve any academic organization in a variety of leadership capacities.

Angela has been nominated for “Rising Star of the Year” in Dallas, Texas and awarded the innovative “Entrepreneur of Year Award” by Indiana University. She has been an Oprah & QVC Top product award nominee and has received extensive media coverage from *The Wall Street Journal*, *Fortune Magazine*, *Forbes*, *Conde Nast Traveler*, *Business Traveler*, *Wallpaper*, *American Way*, *The Dallas Morning News*, and the *Chicago Tribune*, *Charleston Regional Business Journal*, in addition to publishing a TV documentary on The Baker’s House – an up and coming European Bakery Café Franchise Concept she developed outside of the Chicagoland area. She was named by the Susan B. Komen foundation as marketer of the year in *Exclusively Dallas Magazine*.

Her work has been published in *Better Homes and Gardens*, *Seattle Times*, *Disney Cookbooks* such as *Hannah Montana*, *High School Musical* and *Princess Disney*, *Kraft “Food and Family” Kraft Video*, *Diabetic Living*, *Heart Healthy Living*, *The Secret Life of Bees Cookbook*, *Fitness Magazine*, *Food and Wine Online*, *Orlando Sentinel*, *Specialty Interest Publications* and a plethora of other specialty cookbooks, video and celebrity works.

Angela M. McCrovitz

Career History:

Culinary Adjunct Faculty Member (Art Institute of Charleston) 2008 – present Charleston, SC

- *Taught Personal Chef, Catering, Food Styling, Hospitality Marketing, Purchasing and Cost Control*
- *Effectively teach prescribed coursework within the culinary arts program to students, using a variety of teaching methods that encourage active involvement/participation by the students.*
- *Advise students throughout the year, provide reflective and conscientious feedback on work.*
- *Assist in graduate portfolio work.*
- *Establish and maintain relationships with local food service employers and vendors.*
- *Assist and create catering functions for school open houses, accreditation meetings and guest appearances.*

Consultant, Partner & Investor (Halo Food Group, LLC) December 2009 – July 2010 Charleston, SC

- *Successfully re-opened failing restaurant as managing partner & executive pastry chef to become a prominent bakery café in the Charleston Metro area.*
- *Provided leadership and assistance to venture capital group to ensure that all team members were team focused, guest focused and community connected.*
- *Exercised knowledge of restaurant operations, managed staff resources, provided counsel, developed and coached team member and help build sales and profits.*
- *Responsible for all hiring, training, accounting, payroll, purchasing, inventory control, vendor relations.*
- *Managed human resource function ensuring recruitment, selection, orientation, scheduling, performance functions.*
- *Involved in store marketing efforts.*
- *Responsible for menu development, catering, special event planning, weddings/rehearsals and in store cooking classes.*
- *Provided cooking classes for health cuisine and spa development to Hollings Cancer Center & Porter Gaud High School*
- *Ensure overall food quality and handling, safety, security, DHEC investigations, service and cleanliness standards are met*

Executive Pastry Chef & Bakery Department Manager (Newton Farms) January 2008 – December 2009 Kiawah SC

- *Supervise and expedite food preparation of all pastry and bakery items in accordance with standards of quality, quantity control, taste and preparation as established by corporate.*
- *Scheduled personnel according to forecasted weekly volume.*
- *Responsible for all case presentation of bakery and pastry items to reflect international desserts.*
- *Train and cross train all pastry and bakery personnel for all phases of pastry production according to standard job descriptions. Responsible for 18 bakery personnel.*
- *Moved profit margins from 22% to 79% with all scratch baked products.*
- *Oversee cake decorators, artisan bread makers and responsible for large catering functions of dessert buffets.*
- *Ordering, purchasing and inventory of bakery department.*
- *Established new product development such as gluten free desserts and artisan breads.*
- *Helped private label bakery products such as scones, muffins, pies, cookies and doughs.*

Food Stylist & Recipe Developer (Meredith, Corp. Better Homes & Gardens) 2007 - Present Des Moines, Iowa

- *Responsible for styling food in photo art studio for all publications; Better Homes and Gardens, Midwest Living, Family Circle, Good Housekeeping, Fitness Magazine, Diabetic Living, Heart Healthy Living.*
- *Responsible for styling food for TV; Scott Peacock, Sandra Lee, BHG Video, Kraft Video, Paula Deen, Smuckers*
- *Developed recipes for key publications: Christmas in America, Holiday Appetizers, Holiday Baking, Better Homes and Gardens Slow Cooker, International Cuisine, Vegetarian Cuisine.*
- *Worked in Test Kitchen to develop recipes with nutritionists, specialized in healthy cuisine for Fitness Magazine and Parents Magazine. Developed line of recipes for Heart Healthy Living online and specialized menus for Diabetics.*
- *Currently serve as a freelance consultant for publications such as Bon Appetit and Gourmet online.*
- *Sent to Charleston to begin program for Food Styling at Art Institute of Charleston*
- *Developed Children's Cooking classes entitled "Growing Gourmet's" sponsored by Federal Government to underprivileged students and families.*
- *Taught cooking and culinary classes at Des Moines Adult Continuing Education related to pastry, baking and desserts.*
- *Catering liaison for corporate functions.*

Entrepreneur & Manager (The Baker's House - A European Bakery Café and Catering Company) 2004 – 2007, Miller Beach, Chicagoland Area

- *Arbiter of taste and regulator of quality for all shop inventories. Contributor of recipes and food ideas while collaborating with kitchen team to organize menu and catering events.*
- *Organizer of promotions, special events around specific products and holidays. Responsible for visual marketing and presentation of shop, inclusive of food case displays and interior merchandise. Based on interaction with customers on a personal and instructional level, depended on to analyze purchasing patterns and foresee future shop promotions and seasonal purchases.*
- *Attended all restaurant and specialty gourmet food shows.*
- *Liaison between the management team/ proprietor and catering manager/general manager.*
- *Experienced buyer with wide knowledge of national and international food products.*
- *Managed annual café budget, maintained target café sales, reduced expenses by 33% and increased revenues with a 64% profit margin.*
- *During a time of decreasing revenues, conceived and launched a food editorial with local media publications which increased revenues to 12%. This included food styling for publications, designing menus and recipes for publications and collaborating with designers on the overall marketing appeal.*
- *Retail café was nominated as Midwest Best Bakery by; Chicago Tribune, The Post-Tribune, The Northwest Indiana Times, Lakeshore Magazine, Elite Magazine.*

General Manager (Balducci's – Gourmet Food Bakery & Retail) 2001-2004 Westport CT Gourmet Food, Bakery & Retail

- *Overseer of daily operations for Balducci's largest and most profitable northern stores.*
- *Managed a staff of 89 associates and 13 department managers.*
- *Responsible for hiring, training and HR issues in store.*
- *Forged collaborations with community groups and businesses to increase foot traffic and revenues.*
- *Monitored and maintained schedules and payroll expenditures.*
- *Worked closely with Culinary Institute of America and Katy Sparks in food preparation and display of prepared foods*
- *Responsible for 24MM budget to store*
- *Attended all specialty food stores in NY and Chicago*

Manager & Exec Chef (The Tea Room on Madison) 1997 -2001 Retail Bakery, Florist, Restaurant & Catering Company, Merrillville, IN

- *Responsible for IMM multi concept retail food business ranging from restaurant operations, specialty food, seasonal gifts, kitchenware, floral trade and gift baskets, corporate gift programs, packaging, training, visual merchandising and purchasing. Directed new menu development and increased catering and wedding business by 70%*

Managing Director & Partner (LedgeCOM) 1992 – 1997 Marketing Communications & Event Coordination, Dallas Texas

- *Established company **C.E.O.spa** which focused on enhancing leadership abilities of CEOs from small companies to Fortune 100 institutions. Received extensive media coverage from publications*
- *Founded and grew successful advertising, marketing and public relations agency providing a wide range of services to Fortune 500 companies including **Nokia, Cisco, and EmCare**. Hired and managed a team of six graphic designers, two copywriters, one PR editor.*
- *Authored how-to marketing articles for "**Texas Lawyer**" and "**The Dallas Business Journal**."*
- *Manage entire communications and marketing processes in a timely manner, on-budget, consistent strategies with a keen eye for design and creative layouts.*

Notable Mentions:

1. Nominated for 'Rising Star of the Year', Dallas, Texas
2. Innovative 'Entrepreneur of the Year Award' (Indiana University)
3. Oprah & QVC 'Top Product' Award Winner Nominee
4. Received extensive media coverage from: *The Wall Street Journal, Fortune Magazine, Forbes, Conde Nast Traveler, Business Traveler, Wallpaper, American Way Magazine, and The Dallas Morning News.*
5. Nominated 'Caterer of the Year' (Northwest Indiana & Dallas, Texas)
6. Susan B. Komen Foundation - Awarded Marketer of the Year, Exclusively Dallas Book, Dallas, Texas
7. Member: Charleston Les Dames d'Escoffier Chapter