

MARK J. MILLER

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REAL ESTATE DEVELOPMENT EXECUTIVE

Exceptional Leader | Strategic Thinker

Trusted Relationship Builder | Industry Insider

OPERATIONAL LEADERSHIP COMPETENCIES

- Results & Goal Driven
 - Experienced Negotiation & Partnering
 - Respected Leader Industry Wide
 - Financial Modeling & Forecasting
 - Acquisitions & Integrations
 - Revenue & Profit Optimization
 - Strategic Market Planning
 - Design & Construction Management
 - Talent Development Champion
 - Brand Building & Management
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EXECUTIVE EXPERIENCE

The Veggie Grill, Inc. - (10/18 – present) Culver City, CA

Privately held, rapidly growing 100% Plant-based National Fast Casual Restaurant chain.

Vice President Real Estate and Development

- Leading all aspects of the company's Real Estate, Construction, Design and Facilities functions
- Reflect, represent, and sell the brand's "better for you" millennial friendly personality and appeal to high profile targeted sites and landlords in desirable competitive environments
- Identify potential alternative market expansion and non-traditional growth initiatives and maximizing long-term market penetration
- Developed restaurants in new markets including Boston and New York City
- Utilize appropriate market analysis and demographic research to maximize restaurant unit growth and brand penetration
- Proactive partnership with architects, designers, and General Contractors to ensure successful openings
- Pursue development in non-traditional venues including airports, universities and hospitals

Retail Growth Consultant - (2/17 – 10/18) Costa Mesa, CA

- Consultation services to startup retailers seeking a strategic store expansion plan, and to established and maturing retailers, pursuing extensive expertise in site selection, new market feasibility, market penetration, lease negotiation, optimization strategies, lease administration, asset management, construction, design, disposition, financial planning and development lifecycle management.

Panda Restaurant Group - (1/14 – 2/17) Rosemead, CA

Privately held fast casual restaurant chain. Annual Revenues in excess of \$3B.

Vice President Real Estate

- Led, coached and developed a team of 25 Real Estate Executive Directors, Directors, Managers, and support staff by setting the vision, strategy, and execution of real estate initiatives for the company; developed the real estate team to achieve collaboration, a cohesive strategy, and a united team culture
- Developed and implemented the company's real estate strategy meeting approval and opening plans of 130 to 150 stores annually; contributed strategically to the company's business success by meeting real estate site goals, including national street locations, licensed units, and an expanding international business
- Executed a successful company restaurant site strategy to senior leadership and modified the existing strategy through innovative approaches; advised ownership and senior leaders on future site selection
- Responsible for and managed departmental and multimillion dollar capital expenditure budgets
- Established and managed the market plan and real estate strategy for new concept growth. Developed market plan for three new concepts, successfully rolling out the initial stores in prime locations
- Ensured construction projects are executed on time and within budget; collaborated to develop strategy and direction for construction, design and facility management to ensure consistency with corporate direction and cost effectiveness
- Analyzed European Markets for possible entry from both a company owned and franchise partner aspect
- Partnered across boundaries gaining trust, building relationships and securing collaboration with colleagues within Restaurant Development, Operations, Marketing, Human Resources and other Intra-Company Departments
- Developed an Organizational Alignment within the Restaurant Development Department shifting responsibilities to cut valuable time and cost out of the store development timeline
- Coached, mentored, lead and developed team members into ten promotions in three years
- Developed strategies to enter 5 new markets a year including NYC, Alaska, Michigan and the Northeast

CVS Health – (1/99 - 10/13) Woonsocket, RI

Retail pharmacy and health care company. Annual revenues in excess of \$150B. NYSE:CVS

Vice President Real Estate (5/05 – 10/13)

- Managed five to seven Directors of Real Estate in the Western U.S., including California, Hawaii, Washington, Oregon, Arizona, Utah, New Mexico, Nevada, Montana, North Dakota, South Dakota, Missouri, Kansas, and Iowa; managed six Directors of Real Estate in 17 Midwestern states from May 2005 until May 2006; indirectly managed Area Director of Construction being responsible for all new store construction
- Managed developers, as well as internal and external partners in lease administration, construction, A&E, surplus, finance, and legal; toured markets, supported, or rejected potential real estate sites, analyzed economics and proformas, reviewed Executive Committee packages, and presented sites to Executive Committee for approval; annual Real Estate Committee approvals of 60 to 90 deals
- Opened 50 to 100 new and relocated stores annually; managed overall fiscal budgets and forecasts for store openings, sales weeks, new site approvals, expenses, capital expenditures, and P&L statements
- Responsible for a \$300M to \$400M capital budget
- Managed the complete real estate integration and strategy for two large acquisitions (Sav-On/Osco and Long's Drugs) as well as provided real estate analysis for the purchase of Arbor Drugs and Eckerd
- Responsible for the acquisition of 30 to 50 small chain and independent pharmacies a year
- Worked with finance group in determining most profitable avenue to secure real estate; developed creative financing options; prepared properties for disposition on the sale leaseback market
- Analyzed competitors' real estate, financials, potential retention, and disposition for potential acquisition
- Researched, analyzed, and evaluated new markets in Utah, New Mexico, San Francisco, Washington, Colorado, Des Moines, and Oregon

Regional Director/Director Real Estate, New Markets (1/99 - 4/05)

- Provided professional real estate expertise in site acquisition and development for various markets
- Evaluated new markets to determine expansion needs for the company; presented new market entry strategies to Executive Committee
- Assembled extensive site approval packages; presented deals to Executive Committee (Chairman and Chief Executive Officer, President, Chief Financial Officer, Chief Operating Officer, and Senior Vice Presidents of Real Estate and Construction) for approval
- Managed Executive Committee approved deals and potential pipeline deals, as well as existing store real estate needs
- Evaluated economics and recommended size of capital expenditure
- Assessed and managed the real estate integration and strategy for two large acquisitions
- Analyzed, evaluated, and opened the following new markets, including Michigan, Texas, Chicago, Minnesota, Kansas, and Missouri

McDonald's Corporation (6/95 – 1/99) Southfield, MI

Real Estate Representative – Selected sites, negotiated purchase, lease and ground lease contracts, performed due diligence, secured entitlements and built quick serve company owned and franchised restaurants

ACADEMIC ACHIEVEMENTS

Wayne State University

Degree: Masters of Business Administration

Major: Finance, Strategy and International Business

Central Michigan University

Degree: Bachelor of Science, Business Administration

Major: Finance and Management

Minor: Real Estate

PROFESSIONAL ACHIEVEMENTS AND ACCREDITATIONS

MEMBER INTERNATIONAL COUNCIL OF SHOPPING CENTERS

SENN-DELANEY LEADERSHIP CONSULTING COMPANY, CERTIFIED FACILITATOR (JUNE 1998)

MICHIGAN LICENSED REAL ESTATE SALESPERSON (20 YEARS)

MICHIGAN LICENSED CONTRACTOR (15 YEARS)

LANDMARK FORUM & ADVANCED FORUM (2014)

TONY ROBBINS - UNLEASH THE POWER WITHIN

DALE CARNEGIE EXECUTIVE LEADERSHIP

President's Award – CVS

Directors Award for Real Estate Excellence – McDonald's

Press-on Award - McDonald's

Team Excellence Award - McDonald's

Market Share Award - McDonald's

Estimated vs. Actual Sales Award - McDonald's

Alliance Award - McDonald's