

# Gary K. Strothmann

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## OBJECTIVE

To help a global organization achieve their goals including sales, growth, profitability and fostering customer relations through my outstanding multi-lingual, communications, and management skills and background.

## SUMMARY

- Exceptional success in establishing rapport with customers.
- Personable and persuasive in communicating creatively with customers/employees from all cultures and economic levels.
- Strong decision-maker; goal- and profit-oriented; works well under pressure.
- Proven management skills and record of accomplishment.
- Fluent in German, Spanish, Portuguese, and Czech; knowledge of French and Polish.

## EXPERIENCE

**THE BOULEVARD INN** - A landmark upscale Milwaukee restaurant for approximately 60 years.

1995-2003 - Owner and President

1970-1994 - Manager

### Sales and Customer Relations

- Established excellent customer relations, not only building loyal repeat business but also establishing a marquee brand name recognition.
- Acquired a broad and influential network of contacts in 33 years of sales and promotional experience.
- Defined the content of the menu and the extent of product and services offerings of the restaurant.
- Introduced new items based on market and competitor research.
- Coordinated and regularly attended trade shows and fairs creating new markets and new business opportunities.
- Responsible for scheduling events and planning all in-house and off-site sales.
- Negotiated labor union contracts on behalf of the hotel and restaurant owners.
- Awarded the contract for the 1996 National Association of Governors reception.

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## THE BOULEVARD INN (continued)

### Management

- Supervised a staff of 40-60 employees.
- Interviewed, hired, and terminated staff; Developed and managed work schedules.
- Wrote and implemented the Employee Handbook of company policies and work expectations.
- Managed and trained Latino employees in Spanish; promoted cultural understanding between Latino and non-Latino staff.
- Kept cost in line by adapting to market conditions.
- Successfully made the transition to a new location while increasing revenues and improving profitability.

### PROFESSIONAL ORGANIZATIONS

East Towne Business Association, 1991-Present

Milwaukee Convention & Visitors Bureau, 1991-Present

Wisconsin Restaurant Association, 1970-Present

FBI Citizens Academy, 1999-Present

### EDUCATION

Marquette University, 1970-1973 German Major

### REFERENCES

Available Upon Request