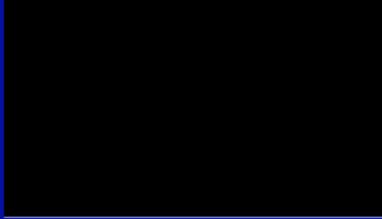


Earl Shaddix



SUMMARY

Over twenty-five years of successful management in *Marketing, Training, Sales, Business Management, Economic Development and Community Building.*

EXPERIENCE

Economic Development on Third (EDoT), Executive Director, Bayview Community, San Francisco, CA 12/15 - Present

Responsible for the daily implementation of the economic development plan for the newly formed 501(c)3 organization, EDoT that focuses on the vision that Bayview's Third Street will be a vibrant, clean and safe commercial district. Participated in the formation of EDoT including recruiting Board of Directors to ensure diverse representation of small businesses, property owners and resident leaders. In 2016 selected as the Economic Development Director and transitioned to the ED when EDoT secured its 501(c)3 status. Accomplishments during the last 10 years include the vacancy rate on the Third Street corridor being substantially reduced with more than 12 new businesses opening that have created more than 30 new jobs; 9 façade and beautification projects have been completed with 20 more in the pipeline.

National Marketing/ Demonstration Manager, Brady Marketing
Walnut Creek, CA 06/07-05/15

Manage demonstration/marketing program in over thirty US states. Evaluated sales results for each of our vendors. Recruited and trained new hires. Managed demonstration budget for each vendor. Responsible for selling, training, merchandising, motivating to make sure the standards of Brady Marketing were met for their vendors and products.

Accomplishments

- Created online training for our national team.
- Updated marketing reports from manual to online for instant feedback for vendors.
- Coordinated with other Marketing groups for larger training and marketing opportunities in major retailers.
- Became National Trainer for Macy's Bridal.
- Implemented many new sales incentive programs for our Sales Consultants with great successes.
- Increased sales on cookware over 30% from previous year by offering more training and incentive for our national team.

Supervisor, Il Fornaio
San Francisco, CA 06/98-12/07

Supervised up to 30 member staff for off-site catering location in Sausalito.

Accomplishments

- Successful in training and motivating service staff to execute high volume events.
- Motivated and trained staff on food and beverage sales.
- Managed payroll and budgets.
- Trained staff on Italian Cuisine.
- Assisted Sales Team to create menus and plans for client events.

EDUCATION / CERTIFICATION

California Cottage Industry License - Recipient of *first certification* issued in City and County of San Francisco.

Diablo Valley College- Culinary School,

Studied: California Cuisine, Kitchen Operations and Management, Front of House Management, and Wine Cellar Management.

BAYVIEW COMMUNITY INVOLVEMENT (2007-Present)

- **President**, Bayview Steering Committee for Economic Development (EDoT).
- **Member** of 2007-2008 Civil Grand Jury.
- **Founding member** of B.R.I.T.E. (Bayview Residents Improving Their Environment).
- **Co-Founder**, of BUFS- Bayview Underground Food Scene.
- **Conceived** and conducted 'Bayview Kitchen Table Talks' for local small business.
- **Social Media Manager** for BUFS Facebook, Twitter, and Instagram account.
- **Cottage Business Owner**, Earl's Bread, baking fresh bread for the community.

REFERENCES

Available upon request.

