

## **GUILLERMO BRIAN LELKES**

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### **SUMMARY**

International Business and Finance experience, bilingual language ability, and well-versed in computer and communication skills, a creative self-starter ready to lead with empathy in a changing business world.

### **WORK EXPERIENCE:**

#### **MANAGING PARTNER – BE ADMIN –International Finance & Admin. Services (2006–Actual)**

Restaurant Finance & Administration Consultant (USA /started March 2022). Bilingual language ability.

Front of the House Service (USA /May-Sept 2022).

Developed Business Plan and 5-year Business Forecast for Bocados for All LLC (USA, April 2022).

Consultant of restaurant start-ups including acquisition analysis, and Government concession offers.

Provide support and mentoring for developing restaurants in personnel hiring, training, building organizational culture, administration (working with QuickBooks), finance (KPIs analysis), treasury, cash management, supplier negotiation, purchasing, operation (FOH service, POS), Inventory management, brand image and development, franchise model, sales growth, and pricing strategy.

Develop Scenario modeling, budgeting, forecasting, and variance analysis for financial planning (Workday and Tidemark knowledge).

#### ***Co-Owner and Managing Partner of this Startups:***

Created and managed **Belpasso Café**, a New York Style pizza, subs, and café bar (2011 - 2014).

Managed the **Olivos Tennis Club Restaurant** ([www.olivostenisclub.com.ar](http://www.olivostenisclub.com.ar)), a private tennis and social club with 800 members. Catering of their private events, social meetings and parties, and year end event (2011).

Co-Produced 4 Heavy Metal Concerts, with bands from Spain and Germany, crowd of 3 thousand (2010).

Designed and run **The Island Club**, a summer restaurant and complex for catering events occupying an entire island at the Canal del Este (Delta Rio de la Plata) that you can only reach by boat (2007 - 2008).

#### ***Services provided to Companies as a Business Consultant:***

US Financial markets and Real Estate investment consultant for private investors.

Provided support and mentoring to El Arbol Cultural Center, a startup cultural center and restaurant bar that mixed food, drinks, and arts. Organize all the administration structure and supplier negotiation (2007).

Led the financial analysis, Business Plan, and viability for a restaurant project to a French



Investment Group in Eivizza, Spain (2006).

**CEO - FAN ZONE SA – MERCEDES BENZ HAUS – BUENOS AIRES (2014 – 2016)**

Directed the start-up of the Mercedes Benz Haus, an up-market restaurant complex seating 400 customers thru Novecento Bellas Artes (a Miami based Restaurant), and a newborn trendy bar with 300 guests in the Museum of Arts of Buenos Aires.

Worked shoulder to shoulder with my management team of 12, to lead organizational effectiveness thru our 140 employees.

Responsible for reporting operation, financial and economic data to the Board (owners of the Concession Contract) and work closely with them to drive the business strategies and company values.

In charge of all the Government relations, the negotiation with the labor union plus the Museum authorities.

Worked closely with the Mercedes Benz Marketing and Communication team to ensure their impact to their clients, employees, suppliers, and new customers creating the Brand awareness and loyalty desired.

The start-up included supervise the entire construction of the premises; the hiring of all the team; the developing, costing and pricing of the menu with the Chef and kitchen team; suppliers relations and negotiations; administration and operation of the restaurants.

**CO OWNER & Managing Partner– PALERMO HOLLYWOOD GROUP – BUENOS AIRES (2000 – 2006)**

Directed all the operations, administration, government & supplier relations, and negotiations, plus customer satisfaction of the almost 24 hours and cosmopolitan UNICO BAR & BISTRO serving breakfast, lunch, happy-hour, dinner, and full bar until 6am.

Led and managed a Human Resource career development and training, to drive promotions and elevate the mindset of the 50 employees with no distinction of position, capabilities, and background.

Created new events in Buenos Aires (Catena Full moon, Fiestas Unico, Anniversary at Planetarium, catering of music events and concerts), Pinamar 2002 (summer beach), Las Leñas 2003 (sky resort) and Punta del Este (New Summer Bar – Uruguay – 2004/5/6).

Created and managed EL SALVADOR, a high-end exclusive restaurant with an upscale menu, with the first private and cava room done jointly with Catena Winery, private parking with valet, unique in Buenos Aires (2000-2002).

**FINANCE & M&A MANAGER - SOUTH AMERICA – THE CLOROX COMPANY (1995 – 2001)**

*Assumed four different job descriptions and titles in the Finance Department, contributing and leading cross-functional teams, and reporting to various General Managers and VP that resulted in over ten acquisitions of South American companies in Mexico, Brasil, Argentina, Peru, and Uruguay with its corresponding due diligence, presentation of Financial Analysis recommendation assuming Tax and Accounting principles (US GAAP) and EPS, and forecast vs actual follow up for the Executive Team.*

Product Supply Finance Manager South Region (Argentina-Chile-Perú-Bolivia-Paraguay-Uruguay, 2000-2001)

Led and managed the finance team responsible for the forecast, financial analysis, cost department, and cost reduction projects for all the operating and new plants, including all the



logistics and purchasing projects of the region.

Finance and M&A Manager for South Region – (1998 - 2000).

Led and managed the finance team responsible for the financial analysis of all the Mergers, Acquisitions, investment, marketing, and sales projects for the entire region.

Finance and M&A Manager for Bleach and Insecticide Categories in Latin America (1996-1997).

Led the acquisitions, forecast and financial analysis with the objective of increase efficiency, standardization, market leadership and sales from Mexico, Puerto Rico to all Central and South America.

Finance and M&A Manager for Argentina and Uruguay (1995-1996).

Managed the acquisitions and all the projects financial analysis for Argentina and Uruguay.

**YOUNG PROFESSIONAL PROGRAM – MARKET – THE COCA-COLA COMPANY – ARGENTINA (1995)**

A competitive selection of five individuals from over 2000 candidates

Developed market share and economic reports for Argentina.

**STOCKBROKER – BEAR STEARNS – MIAMI (1993-1994)**

Developed sales to new and existing customers of financial investments and services.

Series 7 and 66, and Real Estate License were required.

**BUDGET COORDINATOR – MIAMI DADE COMMUNITY COLLEGE – MIAMI (1988-1993)**

Managed the entire Miami Dade Wolfson Campus budget working across all the school departments, including the coaching of the administration staff to the budget accounting procedures.

**EDUCATION:**

**Baker University (Kansas – 1987/1988)**

Tennis and soccer scholarship (All Conference Soccer Team).

**Miami-Dade Community College (Miami – 1988/1990)**

AA in Business Administration

**Florida International University (Miami, FI 1990/1993)**

Bachelor of Arts in Business Administration, Finance, and International Business – GPA: 3.44

**REFERENCES UPON REQUEST**

