Brandon Fluharty

2015

Reflection, Structure and Strategy for Maximal Output

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"No duty the Executive had to perform was so trying as to put the right man in the right place"

-Thomas Jefferson

2014 Summary

Strategic & Operating Highlights

Started the position in May 2014 with no restaurant business or restaurant technology experience or a formal employee onboarding process in place. The natural inclination was to initially focus on the marketing side of the business to develop a better "look" for the company while focusing on opening doors with major accounts across the country, keeping open to learning about Datum operations, restaurant technology and complex deal-making.

The first four months focused on revamping the Datum website and digital presence, eventually leading to the partnership with Hype Group and the hiring of a full-time internal Marketing and PR Manager.

I hand-built much of the process related to Beef 'O' Brady's and The Brass Tap onboarding, franchise sales, and account management, eventually leading to opening a career path for Chase and the direct hire of additional sales and account management resources, including an intern and account manager, as well as the indirect hire of sharp technical and project management resources to accommodate the fast growth of the MURS division.

Financial Highlights

In an environment that carries a sales cycle between 6 – 18 months, was able to generate the first sales revenue starting in September 2014, just four months into the role, and set to surpass quota in written business for the month of December 2014, just 8 months into the role. Managed the sales process of the inherited Beef 'O' Brady's and The Brass Tap lead to help secure a business relationship with this 220+ unit account.

Opened doors to the highly coveted Southern California market by turning Yoshinoya from a cold lead at NRA into a viable prospect. This spawned additional efforts that opened conversations with marquee high-growth brands like Veggie Grill and LYFE Kitchen and established brands like Pinkberry.

Managed the entire sales process from start to finish in securing the Hurricane Grill & Wings and RREMC account with your assistance in closing the deal through consulting, advising and

strategic roadmapping. My process included cold prospecting into the account using modern digital tactics, diligent follow through and sound fundamental sales process tactics that lead to the signing of a 5 year contract worth $1,560,000 with immediate and long-term incremental revenue potential.

Table A below includes written business and completed projects YTD 2014.

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[redacted]

Month	Account	Ticket / Project # Project Complete	Signed Quote #	Delivered/ Installed	Invoiced	Paid	Month Signed	Total
SEP	BOB #230 North Port	Project Complete	AAAQ2917	YES	YES	?	OCT	$ 14,046.59
							MONTH TOTALS	$ 14,046.59
OCT	BOB #283 North Cape	Project Complete	AAAQ2976	YES	YES	?	OCT	$ 3,707.00
	BOB #284 Coral Shores	Project Complete	AAAQ2657	YES	YES	?	OCT	$ 3,707.00
	BOB #119 Apopka	Project Complete	AAAQ2945	YES	YES	?	OCT	$ 5,207.45
							MONTH TOTALS	$ 12,621.45
NOV	BOB #562 Springdale	Project Complete	AAAQ3021-01	YES	YES	?	NOV	$ 9,296.80
	BOB #470 Newport	Project Complete	AAAQ3020-01	YES	YES	?	NOV	$ 11,100.59
	BOB #253 Cooper City	Project Complete	AAAQ3030-02	YES	YES	?	NOV	$ 4,370.78
							MONTH TOTALS	$ 24,768.17
DEC	BT #19 Orland Park		AAAQ3015	No			DEC	$ 31,267.63
	BOB #410 Bentonville		AAAQ3053-01	No			DEC	$ 15,144.23
	BT #16 Carrollwood		AAAQ2890	No			DEC	$ 3,605.77
	BOB #581 Mount Dora		AAAQ3153-01	No			DEC	$ 23,083.00
	Hurricane AMT and RREMC, LLC.		None	YES			DEC	$ 26,000.00
	BOB #180 S Wesley Chapel			No			DEC	$ 14,808.00
	BOB #305 Semms			No			DEC	$ 15,050.50
	BOB #005 S. Lakeland			No			DEC	$ 1,621.47
	BOB #568 Great Falls			No			DEC	$ 34,030.87
	BOB #278 Capital Circle			No			DEC	$ 21,570.00
	BOB #360 Inverness			No			DEC	$ 20,500.00
							MONTH TOTALS	$ 206,681.47
							Totals	$ 258,117.68

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Personal Highlights

The role has helped me expand my skill set and achieve a higher level of business deal-making. As a naturally introverted individual, my comfort zone has been stretched. I have enjoyed traveling to business meetings and functions and digesting a lot of your sales approach and experience. There are up days and many overwhelming days, but working hard through a lot of this discomfort has clarified how best to structure my role and approach and how that fits into the overall MURS division and Datum business plan for next year.

Looking Ahead

By structuring the Account team as we have for Beef's, I will essentially step into a Sales Director role, directly managing Chase, Heidi and Cole in facilitating revenue from this account and others. Additional assets I bring to the table will be to continue opening doors with target and new prospects, continue to have input and influence with high-level marketing tactics and uncovering new technology products that make sense for our MURS clients.

I will continue to need assistance with moving deals forward and closing large accounts, as I am not yet at the stage to fully stand alone with large accounts. The long-term goal continues to keep an eye on me being the driving force in opening an additional office in a large urban market, such as Los Angeles, in the next 18-24 months. Continually being exposed to complex deal making with your assistance and the responsibility of managing talent that drives revenue next year will be good development for this target.

Brandon Fluharty
Major Account Executive
December 12, 2014

2015 Strategy

Create a role that leverages my skillsets, increases the appropriate amount of responsibilities and benefits the division's goals of acquiring new accounts and increasing revenues.

Title: Director of Business Development, Multi-Unit Restaurant Technology Solutions

Responsibilities:

- Sit as the Major Account Executive & Manager within current accounts: Beef 'O' Brady's, The Brass Tap, Hurricane Grill & Wings and RREMC, whereby I manage and drive sales revenue for corporate, corporate stores and key stores (such as FAC members)
- Manage an account management team responsible for driving sales for the franchise community within these accounts, including creating sales projections, sales process management and developing employee incentive programs
- Execute new business development plan to connect and open doors with new accounts that align with Datum's model
- Identify new technology products that align with Datum's strategic vision
- Identify sales and account management talent as needed as MURS division grows
- Engage with high-level marketing, content and PR efforts as it relates to targeting the MURS audience

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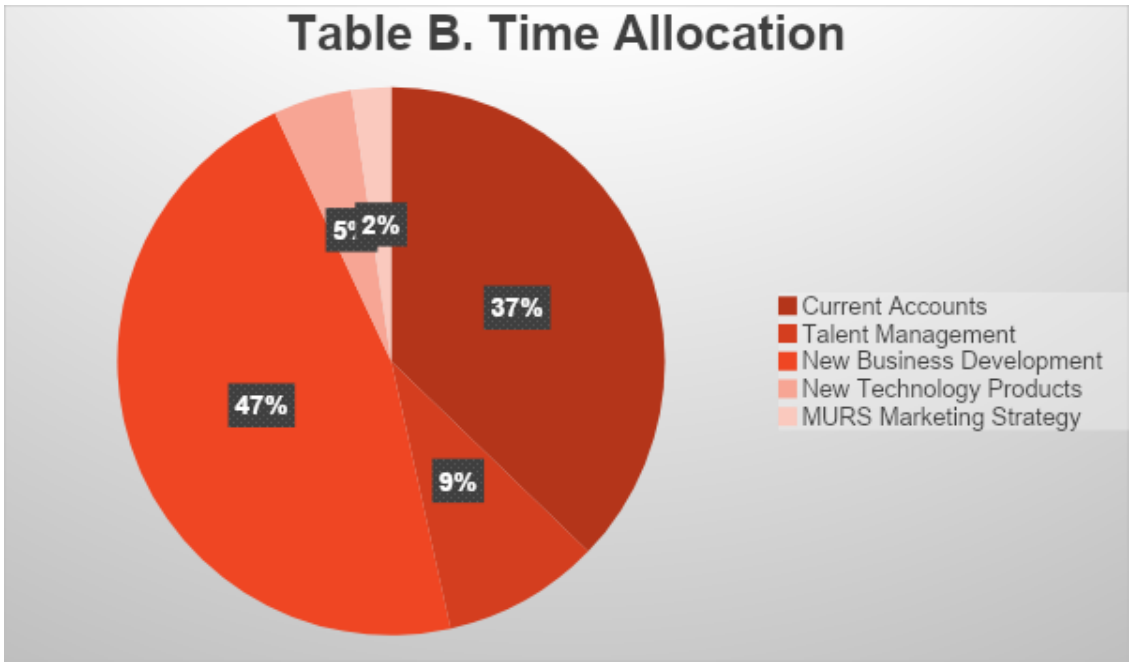

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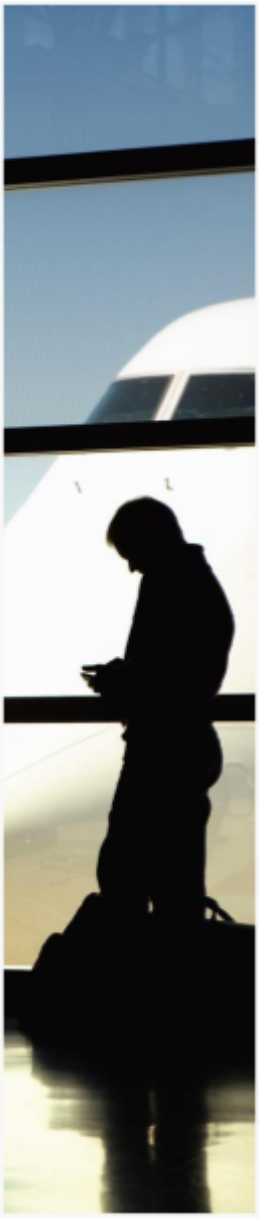

Suggested Comp Plan

Scenario	Payout
Accounts I directly sell and manage (i.e. Corporate Beef's, FAC member store)	10% of GP (cash or funded)
Sub-accounts sold within my Major Account that others manage	6% of GP (3-4 % would go to the Franchise Technology Associate)
Corporate IT Takeovers (i.e. RREMC / Hurricane Deal)	1st month of billing
Support Takeovers for 50+ Unit Accounts (i.e. Golden Corral)	1st month of billing (nothing paid on sub-50 units). 12-month minimum contract required.
Projects w/ Products (i.e. Chicken Kitchen Website, Olo and App)	10% of GP on the products installed or services rendered
Projects for Consulting Work	10% of the Consultant's billable hours through project completion (i.e. $25 per hour for every $250 from the consultant)

Expected 2015 Earnings

$250,000 - $300,000

This is based on the following conservative estimates:

$62,000 base

$220,000 commissions