



John  
Matthews

*President & CEO*

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[www.graycatenterprises.com](http://www.graycatenterprises.com)

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**GrayCat**  
**Enterprises, Inc.**



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**Little Caesars**<sup>®</sup>



**White Hen**<sup>™</sup>

## Background

- Management Consulting
  - Gray Cat Enterprises, President & CEO
- Food Service
  - Jimmy John's, President
  - Little Caesar's, National Marketing Director
- Multi-Product Retail
  - Clark and White Hen, Vice President of Merchandising, Marketing, Corporate Communications, Real Estate and Facilities



**Chester's**  
CHICKEN ON THE RUN

**Sylvan**  
Learning



**White Hen**<sup>TM</sup>

## Project Management

- Multi-Unit, Multi-Department Project Leader
  - Ideate, Plan, Execute, Management and Deliver Results
- New Concept Development
  - Development, Rollout and Execution
- RFP Vendor Management
  - Write, Solicit, Manage and Negotiate Go-Forward Deal
- Marketing, Merchandising & Operations Programs
  - P&L Analysis, Module Development, CAPEX & KPI Tools
- Other Project Management by Request



# Interim Executive Leadership

- P&L Accountability and Management
- Sales Forecasting, Budgets and Accountability
- Development and Management of Key Performance Indicators (KPIs)
- Revamping Inefficient Systems and Procedures
- Development of Financial Metrics
  - Sales
  - Capital Expenditures
  - Financial Proformas



# Strategic Planning

- Three-year Strategic Plan Development
  - Overall Development & Execution of Select Projects
- Capital Allocation and Deployment Development & Management
- Offering Memorandums
  - Writing, Prospecting, Due Diligence and Deal Negotiation

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Positions  
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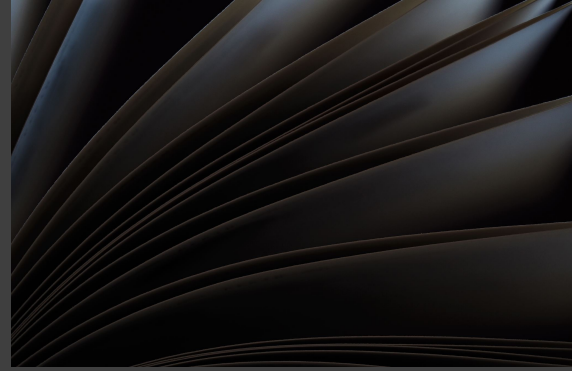
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**CStore  
Decisions**



## Author & Columnist

- Three “How-to” Books, all Available on [www.amazon.com](http://www.amazon.com)
- Contributing Writer for *Convenience Store Decisions Magazine*
  - Over 100 Articles Published





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