



Kelly Skillen | KMA Consulting Group

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Objective

To use my hard-won experience in marketing and operations to grow your business to the next level!

Current Experience

FOUNDER | WINECRAFT | SEPT 2024 – PRESENT

I created **WineCraft**, an educational resource for seasoned professionals and aspiring aficionados alike, to connect people with wines they will love! We do this in three ways: industry training, private consultation and online/onsite wine appreciation classes.

FOUNDER | KMA CONSULTING GROUP | JUNE 2013 – PRESENT

KMA Consulting Group is a business coach, educator and technology implementation specialist for the hospitality industry. Since our inception, we've helped grow over a hundred bars, restaurants, nightclubs, entertainment venues, retail stores, and more! In addition to consulting on all aspects of marketing and operations, we have developed three proprietary development programs:

- **Next Level Leadership** – An immersive adventure designed to introduce elevated leadership strategies to tomorrow's trailblazers.
- **MEPA Bootcamp** – An intensive crash course in marketing, events, promotions and advertising, grounded in a culture of pride.
- **BevEdge** – Beverage education guaranteed to give your business an edge, created to generate passion for our leading product.

EXECUTIVE DIRECTOR OF OPERATIONS | GO BEST! | SEPTEMBER 2021 – JANUARY 2024

I served as the senior executive for this consulting entity, overseeing 30+ locations from New York to Las Vegas. (**Go BEST!** stands for Go Big Entertainment, Solutions and Technology.) Besides operations, I supervised the marketing team, acted as legal/financial liaison and, also, janitor. I traveled three weeks out of the month.

Restaurant Experience

CONSULTANT | WATER'S EDGE | AUGUST 2020 – NOVEMBER 2021

Coordinated the launch and grand opening of this waterside scratch kitchen restaurant and event space in Bucks County, PA, during the height of the pandemic.

DIRECTOR OF OPERATIONS | ROBERT'S ATLANTIC CITY | MARCH 2011 – DECEMBER 2015

Oversaw all aspects of this \$6 million, 220-seat steakhouse located in the Trump Taj Mahal—from construction and design to onboarding and developing the team. Until the closure of the hotel/casino, it was amongst the best contemporary fine dining experiences in Atlantic City.

DIRECTOR OF OPERATIONS | MR. ROBATA'S | JANUARY 2009 – MARCH 2011

While running the company's three New York nightlife locations, I had the opportunity to open this unique Robatayaki grill in the middle of Time Square. A highlight was working with the sommelier to build wine, beer and saki lists for a completely unfamiliar cuisine!

Nightlife Experience

DIRECTOR OF LICENSING | SCRH | JUNE 2014 – SEPTEMBER 2016

Redeveloped the licensing program for Scores Holding, a publicly traded company, and doubled our number of licensees to its historic height of 26.

DIRECTOR OF OPERATIONS | SCORES AC | MARCH 2012 – SEPTEMBER 2016

Shortly after building Robert's, I helmed the opening of Scores Atlantic City, a 36,000 square foot entertainment complex, and the first "adult" establishment to open legally inside a casino in the US. Scores was comprised of 7 different venues, including a sports bar, ultra-lounge, rooftop, theater and state-of-the-art gentlemen's club.

DIRECTOR OF OPERATIONS | SCORES NY | MARCH 2012 – SEPTEMBER 2016

While continuing to run Penthouse, I was tasked with coordinating the reopening of Scores NY, our newly acquired club, as well as the relaunch of the storied brand.

GENERAL MANAGER | PENTHOUSE EXECUTIVE CLUB NY | AUGUST 2005 – SEPTEMBER 2010

During the first five years I spent at Penthouse, I moved from Financial Manager to General Manager, responsible for updating our operation while maintaining our reputation as the most upscale gentlemen's club in the country, maintaining a PPA of over \$600.

Certifications

Court of Master Sommeliers Level One

Wine & Spirits Educational Trust Level Three in Wine, Level One in Beer

Society of Wine Educators CSW

Websites

KMAConsultingGroup.com

KellyDrinksWine.com

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