



The Presidential
**Culinary
Museum.**
GROVER, NC



Martin CJ Mongiello, MBA, MA, MCFE
SUBMISSION OF MY COVER LETTER

Dear ladies and gentlemen,

With my teams, we make magic. I've been busy leading an extraordinary life as a former White House Chef, with military service of a 30-year certificate, as a former General Manager of the Camp David Resort and Conference Center, a CEO and Chief Marketing Officer across the resort and museum industry – living on three continents. Moreover, doing so for the betterment of the team, leadership, and shareholders. Which is why my team is currently ranked in the top 3% worldwide for 2019, AAA Diamonds Award for 2019 and a 9.8 out of 10 on Booking.com for 2019.

I can be concise, as a coach, and am well known for my 18-second phone calls. However, this won't be the typical, half-page cover letter you're getting from everyone else. I'm not the conventional hire you're used to. I don't perform in mediocrity. So I've never done what everyone else does. They copy my teams' programs; we establish the global pace. I deliver 18% to 30% ROI to investors with SEC-registered filings to prove it – because I have very high energy. I'm an A player and have the grades and awards to prove it, with two master's degrees (one an MBA) and 30-years industry excellence. I've been building computers and coding since a child.

However, this WILL BE the longest - and the only letter like it, that you will read to the end. Because every day, I get the opportunity to coach the creation of compelling, impactful results. To help inspire that magic, I lead my team to push the limits of our industry with marketing, operations, management, and creating the never-before-seen! Thus we bonus several times a year, provide turkeys, chocolates, gifts, sparkling cider, and hams for thanksgiving - to each team member.

As a world-class CEO and CMO, with a relentless passion for uncovering “the big idea,” I have a mastery of photography, typography, layout, digital and social ideation. I'm your ideal candidate, well-versed in current design trends, have a keen understanding of omnichannel creative, and a proven track record of delivering award-winning, NEW & FRESH ideas, with **money-making campaigns**. I'm also a source of inspiration for the team and a highly organized time manager, problem solver, originator of process, partner to the stakeholder's organization, community client partner, team morale booster, a great communicator and listener. I expect to think creatively in all aspects, play a pivotal role in driving forward, and to work alongside the board. All while I am a positive role model for all members of the team.

Yes, some have told me, “*you would have to be 100 years old to do all you have done.*” Well, I am nowhere near that and just getting started. The fact of the matter is that the medals, the awards, the going to the North Pole inside a nuclear submarine, riding camels in the desert wars and white Arabian horses – these are all things teams and I did building on accomplishments of hard work. I'm a rainmaker, so I empower, BUILD and create profit-rich

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groups with mutual trust, shared purpose, generosity, and good governance - the hallmarks of the listed, happiest, top-ten nations on earth.

A + A = A. A is for "ability." A is for "attitude." The right ability plus the right attitude adds up to an A player. Also, that's how I think and hire. A players are winners. I'm smart, savvy, and get the job done. I'm motivated and hardworking. I have a nose for the goal line and go for it. There are A players for every pay level. The car wash with A players beats the car wash with C players. The baseball team with A players beats the team with B and C players. The hospital with A nurses will distinguish itself from the hospital with C nurses.

Also, I only hire A players or people with A potential. I never engage a C or D player. C players are mediocre. C players infect the organization with mediocrity. Mediocrity is a pernicious low-grade fever that no organization can allow. In some low-risk circumstances, you can take a chance on a B player, but only if you have evidence or intuition that you can move the B player to a B+. You can groom an A- player to an A. You can make a B+ player an A. But you can never make a C player a B or an A. Never. A players, like myself, usually cost more, but we deliver more. A players are often more challenging to manage because they have lots of energy and move fast and don't wait for the organization to catch up. A players need to be challenged, so the great boss gives them challenges. Ability plus attitude: the more of each, the better. Moreover, A plus A, in whatever dose, is an impressive employee profile.

I'm accountable for leading our exclusive brands, which includes defining the strategic direction of our structure, development processes, and go to market strategies. I have a master-level keen awareness of what it takes to build brand identities, including the ability to bring these to market through digital channels, and a sales organization. I dive in-depth, leveraging internal and external data, including the voice of the customer, to develop strategic direction and drive long term growth and all the while mentoring all levels of professional development. I instill a passion for collaboration, teamwork, and inspiration. These are hallmarks of the first trillion-dollar companies in the earth's history - Apple and Amazon.

I'm responsible for maximizing revenues, margins, and growth creating strategic plans. My assortment strategy and vision use road maps, new product introductions, brand management, pricing, forecasting, along with the creation and execution of marketing programs. I partner with cross-functional business teams to translate brand and product strategy into integrated marketing plans, tactics, and customer experience. I create useful gap analysis summaries and stay current on market direction and drivers through a variety of means including direct interactions with guests, outside suppliers, partners, and industry contacts.

Once again, you'd enjoy a dose of awesomeness every day that is filled with love, coaching, kindness, unprecedented awards, profits, and achievement. Our new team will fuel a perpetual renaissance, generating unparalleled intellectual, economic, and social value.

Sincerely,

Marti

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