**Peter Rukule** 818.339.1384 🢒 [prukule@outlook.com](mailto:prukule@gmail.com) 🢒 [Peter Rukule LinkedIn](http://www.linkedin.com/in/peter-rukule-b4a00a9/)

**Vice President Culinary, Americas**

**Highly motivated culinary leader with over two decades of experience** working at the top levels of the industry, on the cutting edge of culinary innovation and exhibits high work standards and appreciation for culinary excellence in the workplace.

**Process optimizer constantly discovering ways** to inspire cooperation, respect and productivity of the team at all levels. to simplify work functions while producing cost savings and better work efficiency.

**Committed to leveraging past experiences and success** as effective communicator, capable of making timely decisions and fostering rapport with all levels of management.

**Areas of Expertise:**

Global Culinary Operations - Strategic Vision and Culinary Leadership – P&L Management and Budgeting

Food Excellence- Food Program and Menu Development – Cross Cultural Team Building – International Market Expansion - Training and Development – Food Safety & Programs – Restaurant Management – Inventory Management – Culinary Innovation and R&D - RFP support/Restaurant Openings – Procurement – Customer Service/Hospitality – Cost Control – Talent Development – Project Management – Multi Unit Culinary Operations

**Leadership Highlights**

* **Executive Team Member**: Serve on the senior leadership team, contributing to enterprise-wide strategy, long-term growth planning, and brand evolution across culinary, operations, commercial and marketing.
* **Cross-Functional Influencer**: Drive alignment across departments by integrating culinary strategy with procurement, ESG, wellness, and client experience initiatives.
* **Culture Builder and Team Developer:** Built a national network of culinary and operations triads focused on collaboration, innovation, and retention—resulting in 25%+ business growth.
* **Enterprise Innovation Leader**: Lead the creation and implementation of national culinary programs, tools, and platforms including Menu Core and F.I.T. Kitchen—that streamline operations and enhance brand consistency across 188+ locations.

**Notable Achievements**

* Co**-led the strategic rebranding initiative** for **Guckenheimer**, redefining brand positioning, visual identity, and messaging to align with evolving market demands and company vision.
* **Developed and led the program that earned Guckenheimer the #1 industry ranking** in the **Humane Planet for Animals Protein Sustainability Scorecard,** setting a new standard for ethical and sustainable sourcing practices.
* Captured $4M+ in procurement savings by developing and instituting a closed procurement system.
  + Created and launched **F.I.T. Kitchen,** a food-lab test kitchen certifying enterprise-wide recipes to support the Menu Core procurement system.
  + Designed and implemented all new food programs, concepts, recipe systems, and tools.
* Spearheaded culinary initiatives that contributed to a 5% increase in revenue and global commitment of 64% reduction in food waste over 3 years by 2025
* Condensed food costs regionally by 5% through origination and introduction of *National Culinary Strategy* for all accounts
* Cultivated a values-based culinary culture focused on excellence, inclusion, and innovation, resulting in industry recognition and awards.

**Professional Overview**

**Guckenheimer**

**Vice President of Culinary, Americas *(January 2023 – Present)***

* **Global Leadership & Culinary Strategy:** 
  + Directed the culinary vision and operations for Guckenheimer, ensuring alignment with the brand's strategic goals and market trends.
  + Member of the SLT - Collaborated with C-suite executives to shape and execute the company’s overall strategy, ensuring culinary operations aligned with corporate objectives and long-term vision.
  + Provided insights and recommendations on global growth initiatives, brand positioning, and market-entry strategies as a key decision-maker in the senior leadership team.
* **Cross-Functional Leadership:**
  + Partnered with marketing, finance, operations, and HR teams to drive integrated strategies for revenue growth, operational efficiency, and talent development.
  + Played a pivotal role in aligning culinary goals with broader organizational KPIs
* **Menu Innovation and Sustainability Leadership** 
  + Developed and launched 12 seasonal, trend-forward concepts annually, emphasizing on sustainability, regional authenticity, zero-waste practices and plant forward focused.
  + Created scalable menu frameworks adapted to regional preferences while maintaining brand integrity, resulting in holistic food programs that will be deployed in global markets (US, UK, Denmark)
  + Led sustainability initiatives to minimize food waste, reduce the carbon footprint of global operations, and integrate zero-waste practices.
* **Team Development:** 
  + Recruited, trained, and led a team of (10) Regional Executive Chefs and culinary professionals, fostering a culture of creativity and hospitality excellence.
  + Partnered with local chefs and culinary teams to integrate regional cuisines and flavors into global offerings, showcasing authenticity and respect for local traditions.
  + Advocated for company values, driving initiatives in sustainability, diversity, and inclusion across culinary operations and the broader organization.
  + Partnered with HR, Training, and DEI to **reshape culinary hiring, onboarding, and leadership development,** aligning with company values and future growth.
* **Culinary Innovation:** 
  + Spearheaded R&D initiatives for new product launches and menu items, aligning with emerging global food trends and consumer preferences.
  + **Modernized culinary operations** by implementing digital platforms for menu development, allergen tracking, and recipe standardization across all units.
* **Operational Excellence:** 
  + Oversaw culinary operations across all Americas locations, optimizing processes to improve food quality, consistency, and cost-efficiency.
  + Played a lead role in **transforming the company’s culinary identity** from cost-driven to brand- and purpose-driven, elevating both reputation and client engagement.
* **Revenue Impact:** 
  + Spearheaded culinary initiatives that contributed to a 5% increase in revenue and global commitment of 64% reduction in food waste over 3 years by 2025
* **Supply Chain Management and Supplier Relations:** 
  + Partnered with global procurement team as well as local farmers, artisanal producers, and suppliers to integrate high-quality, sustainable ingredients and innovative products company wide supporting the build out of 3 segmented full food programs.

**Culinary Director – National Accounts *(2017 – 2023)***

Fulfill role as vital member of senior leadership advocating company vision and culture in all areas of operations. Administer culinary functions through transformational leadership for all National Accounts. Restructure food service into a service line of full Integrated Facilities Management (IFM) model. Employ strong P&L focus while devising and implementing standards within all National Account business.

**Regional Culinary Director, Western Region *(2014 – 2017)***

Led multiple single service food service operations with annual profits of $150M+. Remained active in new business acquisitions and retention through menu and content creation for proposals, new sales presentations, and critical team recruitment. Composed culinary and operations strategy emphasizing maximum organizational growth and profit. Assessed all designs and build plans to confirm optimal efficiency, incorporation of latest food trends, and compliance with food safety regulations.

* Maximized organizational growth and bottom-line by formulating sound culinary and operations strategy.
* Conceptualized and assembled nine retail concepts producing new delivery systems to lessen cost to serve significantly.
* Direct management of all Regional Executive Chefs leading operations support, all new unit openings, all sales and retention RFP processes.

**Regional Executive Chef, Southern California Region (2011 – 2014)**

Promoted and enforced integrity of company food programs and quality. Guaranteed adherence with HACCP Food Safety program. Actively supported development and implementation of corporate culinary programs and health & wellness initiatives. Established and directed all facets of 30+ restaurant openings.

* Elevated professionalism of all executive chefs, managers, and hourly staff through continuous training and support on food quality, presentation, purchasing, and inventory controls and sanitation.
* Critical in fostering collaborative relationship with operations leaders increasing regional growth by 35% and retention rate of 95%

**Other Roles: Guckenheimer Executive Chef/General Manager**

* **Roll International/The Wonderful Company (2009 – 2011), Abercrombie & Fitch (2008 – 2009) & Various Accounts (2003 – 2008)**

**Previous Experience**

Playboy Enterprises: **Senior Chef, Playboy Mansion West** 2002 – 2012

**Other Culinary Experience | 2001 – 2005**

**Bistro 561**, Pasadena, CA | **Patina**, Hollywood, CA | **Josie’s**, Santa Monica, CA

**Education & Certifications**

**AOS, Culinary Arts/Chef Training**  Le Cordon Bleu – Pasadena California School of Culinary Arts  
**Serv Safe Manager | Certified Serv Safe Proctor & Instructor Certified**

**Yellow Belt – Continuous Process Improvement**, Lean Six Sigma 2024