



TARA MATHENY

CREATIVE AND INNOVATIVE BRAND EXECUTIVE

TESTIMONIALS

Contact information available upon request.

Marc Brown, President | 23 Restaurant Services

Tara Matheny was integral to the launch of our company and navigating the early challenges we encountered as a new business. In a small start-up environment, Tara was asked to do many things beyond the role of the position she held, and she excelled in everything she did. Tara's biggest strength is her ability to tackle projects and figure out the most efficient way to get something done, even when she has no previous experience working with that situation. She continually delivered in whatever was needed and helped us grow to achieve over \$70M in sales in just our 6th year of business.

Throughout her time at 23 Restaurant Services, Tara had many responsibilities, and was always willing to help others and add value wherever she could. Her commitment to quality and getting things done correctly the first time, made her a leader others looked up to and continually raised the standards of everyone around her. Tara also excelled at time management and organization which resulted in tremendous productivity in all aspects of her work responsibilities.

In addition to Tara's productivity and efficiency, another strength was her creativity, not only in concept design, but in operational programs designed to enhance brand standards. Tara led the design of several new successful restaurant concepts for 23 Restaurant Services. She also was instrumental in helping to create our 1-4-7 culture program used in all our brands, and many other training or operational programs to support and reinforce the 1-4-7 initiative.

Tara would be an asset to any company looking to improve their brand position, operational workflows, or overall marketplace position. I highly recommend Tara Matheny for future employment consideration.

Mary Jane Bischoff, Owner | You Glow Spray Tan

I met Tara Matheny 10 years ago through the sunless spray tanning world. She helped me get my spray tanning business up and running efficiently. She taught me how to give the best spray tan, set up my merchant accounts, implement a marketing strategy, find high quality products, and help grow my business year after year.

In 2015 I purchased Tara's salon, You Glow Spray Tan. She had already built a business with a loyal clientele, and I was excited to keep it growing. Tara has continued to be my mentor both personally and professionally. You Glow has been rated the #1 tanning salon in all of Tampa Bay for the last 6 years. I feel I have Tara to thank for that. She's helped me with marketing on social media, designing signage, business cards, and redesigning our website. She has a great eye for creativity and maintaining brand consistency. She's helped me remodel the salon several times to run more efficiently. She even helped me re-negotiate our lease with our landlord, because of her we were able to lock in a good price. Tara has always been there to guide me with staff situations and business partner disagreements. She helped set up our accounts in QuickBooks and taught me how to do my own accounting. Tara is always there to help with anything, and she has never steered me wrong. All her ideas and suggestions have led to a huge growth for You Glow.

Tara has built an amazing reputation in the Tampa Bay Area and will be a valuable asset for any organization. Everything she does, she does it 100%. She's reliable and incredibly efficient, using all her time at work wisely. She's honest and courteous and takes mediocre projects and makes them amazing. She is DETAILED! Tara has a huge heart and she's always willing to help others. I have been extremely fortunate to have her as my business mentor as well as count her as a true friend.

Jeff Gabriel, Vice President of Strategy | 23 Restaurant Services

Tara was instrumental in helping our organization achieve success. Through her ingenuity, we created amazing brand standards and developed our core value that shaped our future. Her integrity and work ethic had a lasting positive impact on myself and our team.

Ray Schaefer, AIA / NCARB, President, Architect, and Creative Director | Gravity Architecture & Design, LLC

Having owned a nationally recognized Architecture and Design Firm specializing in Hospitality projects, I have been asked many times to provide a staff member, acquaintance, or business colleague a letter of recommendation. On a very limited occasion, I have also been asked to provide a testimonial. I think it is paramount to understand the difference between the two – as it relates to why I would want to provide such a testimonial for Tara. I truly feel a testimonial is a letter of recommendation that dives a bit deeper into the character and personal traits that make one even more valuable to organizations. In a letter of recommendation, we try to stay strictly with the execution of tasks and/or job duties while the Testimonial gets to the intangibles of character and drive that make someone very, very special.

I could not be more eager to provide this Testimonial for Tara Matheny. When thinking of Tara as a business colleague, the words that quickly come to mind are Class, Culture, Talent, Smart, Thoughtful, Creative, Passion, Strong, Committed & Balance.

Tara is one of the rare individuals I have met in the Hospitality Business that is an incredibly **SMART** business mind, yet **CREATIVE** with the processes and environments that allow guest centric experiences to succeed. I have engaged with hundreds of clients and consultants over the years that have one of those strengths, but not both. It is imperative in the success of the project that the guest experience is treated in a way that is additive to the business plan – but also allows for real world parameters of budget, operational strength and focus of the concept. Tara “gets it” is the best way to say it. She is able to **BALANCE** her **PASSION** for the experience with the understanding of profits and the business of a corporate goal.

It is rare to have both qualities that I mention above – but what makes Tara so effective in her professional life are the things that make her Tara! She is **THOUGHTFUL** in her treatment of everyone she works with and around. She creates an aura of inclusiveness in the outcome of the project and is **COMMITTED** to the team atmosphere required to bring people together – focusing on the common goal of success. So often it would be easy for someone with her talent to take over and dictate the solutions to team members; however, Tara connects the team members together making the sum of the parts greater than the individual talents. This not only makes the projects better, She grows the **CULTURE** of the business which pushes the success of others.

Tara would provide a unique view into the brand environment of any organization in my opinion – not just the hospitality world. Retail, Hospitality, Corporate, Advertising/Marketing or anything that truly desires to connect people to a product or a service at some level. She is intuitive into the relationships people have with their expectations, and her **TALENT** with communicating those understandings is what makes her most effective. Many people have great ideas – few people communicate those ideas better than Tara.

As a person, Tara carries herself with **CLASS**. She is **STRONG** ethically while being compassionate about others in the workplace and in her community with her Philanthropy. Many people give money to charitable causes, Tara also gives what is more valuable: Time.

Personally, I am genuinely excited for the organization that brings Tara into their business structure. The positive influence she will have on the business’s success, culture and clarity of brand concept will bring a smile to my face.

Michael Lindauer, Director of Info Systems & Support| 23 Restaurant Services

I have had the pleasure of working with Tara Matheny at 23 Restaurant Services for the past 6 years. In her role as Vice President of Brand Development she helped lay the foundation of 23 Restaurant Services and in that, led our team through the creation of multiple restaurant concepts. As the Director of Information Systems and Support for 23 Restaurant Services, I highly recommend Tara Matheny for an executive role in your company.

Tara’s responsibilities as the Vice President of Brand Development were endless, and the achievements of her work are immeasurable. She helped establish our company’s 1-4-7 mission statement and grow our “One Team!” culture. Her hard work shines through in our two concepts Yeoman’s Cask & Lion and Tiki Docks Bar and Grill; from their artwork, menus, fonts, logos, decor, colors, floor plans, live music, and “concept story” it is hard to find anything that Tara didn’t have a part in creating. Communication is one of her greatest strengths, she kept our team current with all projects through detailed emails following important development meeting and ideations, keeping everyone aligned with next steps, assigned tasks, and project timelines.

After taking on a few of Tara’s responsibilities when she departed, I experienced firsthand how organized and detailed she is. All our source and archived files she created are easily searchable in our database along with artwork, paint PMS codes, and memo templates. She was of great support during her transition from our company and was always available had any questions arise.

With her elevated level of organization, scrupulous attention to detail, and unwavering dedication to her work, Tara Matheny would add significant value to your company. I recommend her to an executive role with no hesitation.

Ken Franklin, President | Franklin Development Corporation

I have known Tara Matheny for approximately five years. In that time, I have witnessed that whatever endeavor she is challenged with she is eager to accept it, and then attacks it with dedication and tenacity to produce a great outcome. I find her to be extremely intelligent, talented, and compassionate as she goes about her activities and in her interactions with others. She is a critical thinker and multitasker who can orchestrate the tasks necessary to achieve the vision given her. I find her to be a highly competent and qualified individual, that would be a great asset to any corporate or private organization.

Billy Diamond, Executive Vice President of Operations | 23 Restaurant Services (Former Regional Partner | Ruby Tuesday)

I had the pleasure of working with Tara Matheny since 2016. Tara Matheny help create the foundation of our company and her contributions were pivotal. Her vision on helping our company build a strong people driven culture was delivered in our mission statement, core values and guiding principles. Tara exhibits strong leadership skills; she cultivates new ideas and collaborates well with others. She consistently delivered detailed and quality work on all her projects. Tara Matheny will be a great asset for any company she is affiliated with.

Jennifer Ficarotta, Owner/Shareholder | Sessums Black Caballero Ficarotta, P.A.

Having worked with Tara on philanthropy projects and observed her behavior as a business owner, it is clear to me she is a good mix of left and right brain talents that lend themselves to being a successful brand leader. Tara understands and is able to commingle the technical aspects involved in optimizing different marketing processes, integrating strategies for growth, and proactive problem solving, and, at the same time portraying a relatable, empathetic, and emotionally intelligent face of a brand or brand team.

Rachel Mazzuco, Owner | Haden Reid Boutique

Tara has been a critical consultant to me on the rebrand of my women's designer boutique. From negotiating a new lease to the design and build-out. She was immensely creative in solving some of the challenges that I faced in terms of budget, layout, and existing structures. The ability to combine the design into the overall vision goes a long way towards making the project work. Tara is dedicated, professional, thorough, accommodating, and responsive. I would recommend her unreservedly.

Mark Cook, Former Editor-in-Chief | PewterReport.com

I have had the pleasure of working with Tara Matheny on a number of occasions and while she has been a tough negotiator, she has always been fair and professional. One of the things I most admire was always her transparency and being able to verbalize her concept and vision in what she wanted. She is an outside-the-box thinker and actually provided me valuable perspective as she looked at the negotiations from both sides. I value her ethics and professionalism and look forward to having a chance to work with her in the future.

Bill Merchant, Senior Director of Development | Easterseals of Florida

I have had the pleasure of knowing Tara Matheny for more than 5 years. During that time, I have known Tara in many capacities. For the last two years Tara has been the event chairperson for Easterseals Florida's A Pair to Remember, a driving force in its success. In the more than 5 years I've known her, Tara has demonstrated strong leadership ability.

Tara is **passionate** in her work. Over the years, she has shown commitment and passion to the purpose of Easterseals Florida. Her leadership in a volunteer capacity should be an example for others to follow.

Tara is **attentive** to the needs of those around her. She has a genuine care and concern for humankind, which is evident in her empathy and compassion towards others.

Tara is **communicative** with the people she works with. Her ability to lead a team towards one goal is unparalleled. Tara has a natural gift in communicating at any level of business and life.

Tara is **intelligent, dedicated, and personable**. She is quick to respond in stressful situations, with the skill to think rationally in all circumstances she may face.