

## VITAE

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### PROFESSIONAL PREPARATION

- 2003      **Doctor of Philosophy**, Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute and State University, Blacksburg, VA
- Dissertation: “An Empirical Investigation of Corporate Entrepreneurship Intensity within the Casual Dining Restaurant Segment”
- 1999      **Certification: Certified Hospitality Educator (CHE)**, The Educational Institute The American Hotel and Motel Association, East Lansing, MI
- 1995      **Master of Hotel, Restaurant, and Tourism Administration**, Hotel, Restaurant, Tourism Administration, College of Applied Professional Sciences, The University of South Carolina, Columbia, SC
- Certification: Foodservice Management Professional (FMP)**, The Education Foundation The National Restaurant Association, Chicago, IL
- 1994      **Bachelor of Science**, Hotel, Restaurant Tourism Administration, College of Applied Professional Sciences, The University of South Carolina, Columbia, SC
- Certification: Training Intervention Procedures by Servers of Alcohol**, Health Communications Incorporated, Washington, DC
- 1993      **Certification: SERVESAFE Food Service Sanitation**, The Education Foundation The National Restaurant Association, Chicago, IL

## PROFESSIONAL WORK EXPERIENCE

### Instruction and Administration

#### **Director / Lecturer, University of Maryland Eastern Shore, Department of Hotel and Restaurant Management at Shady Grove**

Administration and instructional responsibilities include:

Oversight and direction of departmental faculty

Developing industry contacts in promoting the hospitality management program

Develop articulation agreements with local community colleges

Quarterly advisement of students

Organization and development of departmental curriculum

Formulation and evaluation of annual departmental budgets

Instruct in hospitality management courses

(Summer 2001-present)

#### **Director / Chair, Baltimore International College, School of Business and Management**

Administration and instructional responsibilities include:

Chair of business and management faculty

Formulation and evaluation of annual school budgets

Organization and development of associates, baccalaureate, and master's degree program in hospitality management

Head of curriculum advancement

Co-chair of accreditation committee

Evaluation and review of business and hospitality management faculty

Recruitment and selection of new business and hospitality management faculty

Implementing and monitoring policies and procedures

Developing industry contacts in promoting the hospitality management program

Instruct in hospitality management courses

Quarterly advisement of students

(Fall 1999 – Summer 2001)

#### **Instructor, Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, Northern Virginia Graduate Center**

Organized and taught on an interim basis:

*Graduate level:* Hospitality Research Methods

*Graduate level:* Contemporary Issues in Hospitality Management

(Fall 2000)

**Program Administrator, Information Technology Program, Virginia Polytechnic Institute and State University, Northern Virginia Graduate Center**

Administration responsibilities include:  
Assisting students in IT curriculum  
Assisting in development of IT curriculum  
Assisting in the recruitment of students  
Develop corporate contacts in promoting the IT program  
(Fall 1998-Fall 1999 contract appointment)

**Instructor, University of South Carolina, School of Hotel, Restaurant, and Tourism Administration**

Organized and taught:  
Restaurant production management  
Supervised and instructed in food production laboratory  
Lectured on the principals of food service management  
(Spring 1995)

**Industry**

**Regional Training Manager, Consultant, Apple Capitol Group, LLC. T/A Applebee's Neighborhood Grill and Bar, Prince Frederick, Maryland**

Responsible for the training and development of managers in training (MIT's) in the Washington DC area  
Teach monthly seminars to managers concerning restaurant operations  
Instruct SERVESAFE and TIPS seminars for all new incoming managers  
Administer management development plans  
(1998-2000)

**General Manager, Delaware Dining Inc. T/A T.G.I. Friday's, Dover, Delaware**

Responsible for all areas of fiscal management and budgeting for a single unit operation  
Accountable for training and development of incoming managers in training (MIT's)  
Responsible for developing all in store marketing  
Accountable for the management and development of 5 managers and 110 employees  
Regional director and mentor of back of the house management staff  
(1997-1998)

**General Manager, Apple South Inc. T/A Applebee's Neighborhood Grill and Bar, Madison, Georgia (Washington DC DMA)**

Accountable for training and development of incoming managers in training (MIT's)  
Responsible for all areas of fiscal management within a single unit operation  
Troubleshooter for over five Applebee's Neighborhood Grill and Bar operations  
(1995-1997)

**Multi-Unit Supervisor, Marriott Management Services, Columbia, South Carolina**

Operated and supervised four separate foodservice units

Accountable in the areas of:

Purchasing

Hiring and training of staff

Conducting financial budgets

Maintaining cost controls

(1993-1995)

**Assistant Manager / Safety Coordinator, Burger King Corporation, Columbia, South Carolina**

Responsible for daily shift controls in the highest sales volume unit in South Carolina

Appointed safety coordinator of unit to implement and train in safety procedures including monthly audits

Assisted in conversion and opening operations of a new unit

(1992-1993)

**Assistant General Manager, Wild Wing Café, Reading, Pennsylvania**

Assisted in restaurant opening

Managed front of the house operations for breakfast and lunch day parts

(1990-1991)

**Area General Manager, Four Star Pizza, Reading, Pennsylvania**

(1987-1990)

## RESEARCH / ACADEMIC ACTIVITIES

### Working Papers / Manuscripts

“Forces Driving Change in the Casual Dining Restaurant Segment” Michael G. Brizek, FMP, Working Paper, School of Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, Blacksburg, Virginia, 1999

“Applebee’s International Case Study” Michael G. Brizek, FMP, Working Paper, School of Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, Blacksburg, Virginia, 1999

“Apple South in Germany, A Global Expansion Proposal” Michael G. Brizek, Allison Moore, Working Paper, College of Business Administration, Department of International Business, University of South Carolina, Columbia, South Carolina, 1994

“ Integrating Contract Food Service Into Mexico, A Proposal for MMS” Michael G. Brizek, Working Paper, College of Business Administration, Department of International Business, University of South Carolina, Columbia South Carolina, 1995

“The Case of the Mismanaged Management Company” Michael G. Brizek, FMP, School of Hotel, Restaurant, Tourism Administration, University of South Carolina, Columbia, South Carolina, 1995

#### Refereed Journal Publications

Brizek, M.G., Khan, M.A. (2002). Ranking of U.S. Hospitality Undergraduate Programs: 2000-2001. *Journal of Hospitality and Tourism Education, Feature Article*, Vol. 14 (2), 4-8.

Brizek, M.G., Khan, M.A. (2002). Ranking of U.S. Hospitality Graduate Programs: 2000-2001. *future publication*.

Brizek, M.G. (2002). Case Study: Biting into the Core of the Casual Dining Restaurant Segment / Applebee’s International Incorporated. *Journal of Foodservice Business Research, Selected for future publication*.

#### Refereed Conference Proceedings and Presentations

Brizek, Michael G. (2002), “*An Ethnographic Study of Small Business Owners/Operators within the Food Service Industry*”, Proceedings of the 2002 Southeast CHRIE Annual Conference, Costal Carolina University, South Carolina.

Brizek, Michael G., Khan, M.A. (2002), “*Evaluating Hospitality and Tourism Programs within the U.S.*”, Proceedings of the 2002 International CHRIE Annual Conference, Orlando, Florida.

Brizek, Michael G. (2002), “*Linking Corporate Entrepreneurship with Competitive Strategy: A Conceptual Model*”, Seventh Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Proceedings, 39-46.

Brizek, Michael G. (2002), “*Using the VRIO Framework in Assessing Hospitality Organizations*”, Seventh Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Proceedings, 47-51.

Brizek, Michael G. (2001), “*An Evaluation of the Use of Competitive Clustering Within the Casual Dining Restaurant Segment*”, Sixth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Proceedings, 30-32.

### Editorial Responsibilities and Reviews

Refereed Manuscript Reviewer, Corporate Entrepreneurship Track: United States Association for Small Business and Entrepreneurship (USABE) Conference, Hilton Head, South Carolina. 2003.

Manuscript Reviewer: Reid, Robert R., Bojanic, David, C., Hospitality Marketing Management, 4<sup>th</sup> Edition, John Wiley and Sons, New York. 2002.

Manuscript Reviewer: Hospitality Management, A Capstone Course, Delmar / Thompson Learning, New Jersey. 2002.

Manuscript Reviewer: Hospitality Sales and Marketing, Delmar / Thompson learning, New Jersey. 2002.

Manuscript Reviewer: Miller, J., et al., Food and Beverage Cost Control, 2<sup>nd</sup> Edition, John Wiley and Sons, New York. 2001.

Abstract Writer: The Hospitality and Tourism Educator, (Issues 1992-1994), International CHRIE. 2000.

### Curriculum Development

#### *Courses Developed:*

FMGT 350: Commercial Food Production, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore, Approved 2002.

CM 404: Advanced Kitchen Management, School of Business and Management, Baltimore International College, Approved 2000.

ECON 203: Principals of Entrepreneurship / Small Business Management, School of Business and Management, Baltimore International College, Approved 2000.

HSM 410: Special Study in the Hospitality Industry, School of Business and Management, Baltimore International College, Approved 2000.

HSM 420: Hospitality Strategic Management / Senior Project, School of Business and Management, Baltimore International College, Approved 2000.

*Programs Developed:*

School of Business and Management Honors Internship Program, School of Business and Management, Baltimore International College, Approved 2000.

Master of Professional Studies in International Hospitality Management Program (M.P.S.), School of Business and Management, Baltimore International College, College Administration Approval 1999, Maryland Department of Education Approval Pending.

Invited Presentations in Continuing Education Seminars and Guest Lectures

“2 + 2 Hospitality Programs within the State of Maryland.” April 30, 2002. Montgomery College, Rockville, Maryland.

“Corporate Entrepreneurship within the Hospitality Industry.” March 15, 2002. Department of Hotel Restaurant and Travel Administration, University of Massachusetts, Amherst, Massachusetts.

“Curriculum Development and Methods of Instruction within Hospitality / Culinary Education.” May 2, 2001. American Culinary Federation Continuing Education Program, Baltimore International College, Baltimore, Maryland.

“Developing Standards of Assessment Using Bloom’s Taxonomy.” May 3, 2001. American Culinary Federation Continuing Education Program, Baltimore International College, Baltimore, Maryland.

“International Marketing Activities within the Hospitality Industry.” April 14, 1995. School of Hotel, Restaurant, Tourism Administration, The University of South Carolina, Columbia, South Carolina

Academic Sessions Moderated

Moderator, “Assessment of Hospitality Students’ Response and Reaction to Instructional Methods.” 2002 International CHRIE Conference, Orlando, Florida.

Moderator, “Assessment as a Predictor of Income.” 2002 International CHRIE Conference, Orlando, Florida.

Moderator, “Professional Golf Management Panel: PGM and Hospitality Education.” 2001 International CHRIE Conference, Toronto, Canada.

Moderator, “ The Current Status of the Casino Industry in the Caribbean.” 2001 International CHRIE Conference, Toronto, Canada.

Moderator, “ Casino Foodservice Outlets as a Strategic Positioning Tool.” 2001 International CHRIE Conference, Toronto, Canada.

### Consulting

Howard Community College- Columbia, MD- chief consultant and advisor for new Associate of Applied Science (A.A.S.) degree program in Hotel and Restaurant Management. Spring 2003 (paid)

Stratford University- Falls Church, VA- chief consultant and advisor for new Bachelor of Science (B.S.) degree program in Hotel and Restaurant Management. Fall 2002 (paid)

University of Maryland System- Rockville, MD- chief consultant and advisor for new food service operations at the Shady Grove campus. Summer 2002 (non-paid, university service).

George Washington University- Washington, D.C.- chief consultant and advisor for new food service operations at the GWU Jewish Affairs Center. Summer 2002 (paid).

Fresh Fields Incorporated – Annapolis, MD- Instructed in SERVESAFE sanitation certification program provided by the National Restaurant Association for 25 employees and managers. April 2001 (paid).

Mt. Vernon Hotel – Baltimore, MD- Instructed in “TIPS” training course for employees of the hotel in serving alcohol responsibly. February 2001 (paid).

Apple Capitol Group L.L.C.- Bowie, MD- Instructed in “TIPS” training course for employees and managers of the corporation in serving alcohol responsibly. March 1999 (paid).

Five Star Pizza Incorporated – Columbia, SC- Developed a marketing plan for the start-up and promotion of a single-unit pizza delivery operation. August 1995 (non paid).

Wild Wings Pizza and Things Incorporated – Ephrata, PA – Evaluated and developed a new menu rollout for the existing operation. June 1994 (paid).

### Grants and Gifts Secured

“Principal Investigator: Institutional Grant, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” Alice and J.W. Marriott Foundation, \$10,000.

“Principal Investigator: Institutional Gift, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” Kitchen Aid Corporation, \$5,200.

“Principal investigator: Institutional Gift, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” McCormick Spices Inc., \$1,500.

“Principal Investigator: Institutional Gift, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” Calphalon Corporation, \$3,500.

“Principal Investigator: Institutional Gift, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” Wusthof-Trident of America Inc., \$4,000.

“Principal Investigator: Institutional Gift, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” All-Clad Metal Crafters LLC, \$15,000.

“Principal Investigator: Institutional Gift, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” Cuisinart / Waring Inc., \$6,000.

“Principal Investigator: Institutional Gift, Department of Hotel and Restaurant Management, University of Maryland Eastern Shore.” Micros / Fideleo Inc., \$26,000.

“Co-Principal Investigator: Institutional Facilities Improvement Project for Baltimore International College, School of Business and Management.” Maryland Independent College and University Association (MICUA), \$500,000 December 2000.

### Honors and Awards

Finalist, John Wiley and Sons Award for Innovation in Teaching, International CHRIE, 2001.

President’s Gold Star Award and Director of Operations Silver Star Award for Excellence in Operations, Delaware Dining Inc., Dover, Delaware, awarded 1997.

### Professional Activities

Secretary / Treasurer, Metro Washington CHRIE Chapter (2002-present)

Member, The United States Association for Small Business and Entrepreneurship (USASBE) (2001-present)

Member, National Restaurant Association (1993-present)  
Certified FMP proctor for the state of South Carolina and Maryland

Member, The Council on Hotel, Restaurant and Institutional Education (CHRIE) (1997-present)

Member, Hospitality Information Technology Special Interest Group, International CHRIE (2002- present)

Member, Food Service Consultants Society International (1995-1997)  
Committee member: FCSI Education Committee (1995)  
Committee member: FCSI Publication Committee (1995)

Certified Trainer, “TIPS” Program, Health Communications Incorporated (1999-present)

Certified Trainer, SERVESAFE Applied Sanitation Program, National Restaurant Association Education Foundation (2000-present)

### Service

Chief Academic Advisor (Undergraduate), Department of Hotel and Restaurant Management at Shady Grove, University of Maryland Eastern Shore, Universities at Shady Grove (2001-2002)

Chair, University System of Maryland / University of Maryland Eastern Shore Faculty Search Committee in Food Service Management (2002)

Member, University System of Maryland Shady Grove Career Fair Planning Committee (2002-2003)

Member, University System of Maryland Shady Grove Conference Center Task Force (2002)

Member, Montgomery College Department of Hospitality Management Advisory Board (2002)

Member, Maryland Hospitality Education Foundation Workforce Education Development Committee (2002)

Member, Maryland State Department of Education Career and Technology Education Committee (2002)

Member, Academic Planning Committee, University of Maryland System (2001)

Member, Strategic Planning Steering Committee, University of Maryland System (2001, 2002)

Chair, Academic Committee, Baltimore International College (2000, 2001)

Executive Co-Chair, Baltimore International College American Middle States Re-Accreditation Committee (2000-2001)

Chair, Mission, Goals, and Objectives Committee, Baltimore International College (2000-2001) American Middle States Accreditation Committee

Chair, Graduate Planning Committee, Baltimore International College (2000, 2001)

Faculty Advisor, Eta Sigma Delta, Department of Hotel and Restaurant Management at Shady Grove, University of Maryland Eastern Shore (2002)

Faculty Advisor, International Food Service Executives Association (IFSEA), Department of Hotel and Restaurant Management at Shady Grove, University of Maryland Eastern Shore (2001)

Faculty Advisor, NRA Salute to Excellence, The University of South Carolina, School of Hotel, Restaurant and Tourism Administration (1995)

References For:

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Virginia Polytechnic Institute and State University  
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