

MOLLY MILLER

CONCEPT CREATOR & DEVELOPER

Innovative hospitality developer and MBA Graduate with experience strategically conceptualizing and executing over forty-five restaurants and fifteen hotels. A determined and meticulous Development Director who has managed a diverse portfolio including all capex initiatives along with large scale development projects for multiple clients across the United States. Committed to excellence from start to completion by driving clear and strategic communication across all necessary parties. Eager to work in a progressive-thinking, creatively-fueled organization that desires to craft enticing and enduring projects.

HIGHLIGHTS

- Texas Christian University, MBA Graduate
- 13+ years experience in more than \$1B worth of project developments across the U.S.
- Developed over 45 restaurants, bars and coffee shops nationwide
- Design & Brand Director for over 15 hotel developments or re-developments across the U.S.
- Developed unique brand assets and identities for over 50 independent projects across the U.S.
- Efficient in software systems such as AutoCad, Creative Cloud Suite, Salesforce, Bluebell, Asana and Microsoft Office Suite.

EXPERIENCE

KEY CLIENTS:

Eagle Point
Hospitality

Kong Ventures

Smith Hanes Studio

Alabama Chanin

Gene Kansas

Electric Hospitality

White Oak Pastures

CO-FOUNDER

Meter Haus, LLC 2024-Present

Providing turnkey development management - from concept creation, team selection, branding and design management, budget and schedule creation, team selection, branding and schedule maintenance, marketing and sales - for the launch and development of hotels, restaurants, retail and multi-family.

- Produce customized Concept Decks across multiple projects, integrating business insights and creative strategy to define unique positioning within the market.
- Drive the visual integrity of real estate projects nationwide throughout all stages of development to ensure the vision and mission are maintained throughout the process.
- Identified and direct external interior design and branding partners, ensuring each project's creative vision and aesthetic are executed in alignment with the approved concept.
- Draft all necessary budgets for selection, alignment, opportunities for savings across project timelines.
- Reviewed development timelines and project materials to ensure schedules were met while supporting operational requirements.
- Lead the strategic planning and management of the proposal process for critical third-party consultants.

- Led construction and total development management for the expansion of Muchacho into two additional neighborhood locations.
- Directed the preparation of pre-opening budgets to support financial planning across the client's U.S. development portfolio.
- Established the strategic framework and evaluation criteria for the company's intellectual property to support future global expansion.
- Directed the strategic vision and concept development for the redevelopment of a downtown community outside Atlanta, incorporating master planning and collaborative local workshops.

FOUNDER

Makeready Experience, 2018-2021

Experienced development leader and design and brand director with a strong track record of delivering diverse projects in the hospitality industry. A detail-oriented and driven project manager dedicated to achieving excellence at every stage of execution from concept through construction and into operations. Passionate about ensuring consistent messaging throughout all phases of development. Enthusiastic about collaborating with forward-thinking, creative organizations to create compelling and lasting hospitality experiences.

- Created distinct Concept Decks for over 20 projects based on business analytics and creative strategy to form each identity within the market.
- Maintained the integrity of the overall visual appearance of hospitality real estate projects across the U.S. through each phase of development.
- Selected and oversaw third party Interior Design Agencies and Branding Agencies on behalf of ownership and for each concept for concept alignment and overall aesthetic execution.
- Managed and drafted all necessary budgets for selection, alignment, opportunities for savings across project timelines.
- Overviewed all development documentation to ensure final products for each project are aligned to concept and operational direction.
- Led for all design related Capex initiatives at existing hotels, within the Rockbridge Portfolio.
- Authored the operational brand standards for Makeready Experience to dictate necessary guidelines for all future development.
- Procured brand assets and trademark initiatives for over 100 brands across the United States.
- Designed and produced the nationwide newsletter marketing campaign for Torani Food Service division.
- Developed custom website design for start-up and beloved existing brands.

DIRECTOR OF DEVELOPMENT - DESIGN

Ford Fry, 2017-2018

Worked with Chief Executive Officer, Chief Finance Officer, Chief Operating Officer, and entire team to communicate the concept and narrative of each restaurant to each design partner and ensure there is synergy at budget.

KEY CLIENTS:

Rockbridge Capital

Makeready
Experience

Woodbine
Development

Edwards Companies

Torani

Living Room Private
Members Club

Smith Hanes Studio

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DIRECTOR OF CONCEPT DEVELOPMENT

Makeready Experience, 2018-2021

Responsible for the overseeing the integrity of the overall development of each project, ensuring everything from branding and logo design, to interior design and final finish out of each space are staying true to the conceptual direction. Collaborated with all necessary key leaders, both internal and external, providing them with a consistent strategy that encompassed the overall design, brand strategy, budgetary and timeline parameters, as well as all target audience messaging and awareness.

- Took lead on all communication with project ownership to ensure they had been informed on all pertinent information regarding the project and were making decisions for the project on time - removing potential delays and keeping all project teams updated on pertinent information.
- Partnered with development to lead design and brand teams through necessary review phases - checking to make sure all documentation was thoroughly reviewed for operational and design alignment.
- Drafted and maintained pre-development and development budgets for projects of various scales across the company portfolio.
- Coordinated executive team members for feedback and direction on their expertise throughout the development of the project.
- Wrote, created and maintained each concept deck for each project resulting in a synergistic script across several unique and independent brands for operational training ease and function.
- Provided systemic leadership and course correction for existing projects that were no longer in brand alignment with original vision or were struggling to be maintained operationally.
- Worked with Sales & Marketing team leads on designing brand appropriate collateral for specific needs such as in-room collateral, sales & marketing pieces, event space collateral and more.
- Authored and oversaw each project specific guidelines for operational efficiency and brand alignment.
- Ran RFP process and negotiations for third party agencies and vendor fees across the company's development projects.

DIRECTOR OF DEVELOPMENT - DESIGN

Ford Fry, 2017-2018

Worked with Chief Executive Officer, Chief Finance Officer, Chief Operating Officer, and entire team to communicate the concept and narrative of each restaurant to each design partner and ensure there is synergy at budget.

Responsible for each creative and design component of the projects staying aligned with the original narrative and conceptual direction. Knowledge of construction budgets, Furniture, Fixtures & Equipment procurement pricing and architectural/design drawings for operational and design oversight. Update key leaders on areas of opportunity or to seek necessary review and approval. Help to set the vision for Operational, Supplies & Equipment, Art, photography and uniforms for each property. Ensure that each department head is kept updated on timing and overall concept narrative.

- Worked with Chief Executive Officer, Chief Finance Officer, Chief Operating Officer and other team leads to identify the concept and narrative for each restaurant.
- Managed all third party Design firms and helped to ensure brand cohesion, schedule maintenance, and budget alignment.
- Set the vision, and provided guides for all OSE, Art, photography and uniforms for each property.
- Partnered with Sales & Marketing Director for photography execution to ensure the brand photography guide was maintained.
- Personally designed the company's first fast-casual concept, Little Rey.
- Oversaw the design, concepting and development for nine restaurants across four different states.
- Managed construction budgets, Furniture, Fixtures & Equipment procurement, and architectural documentation for all development and re-development projects.
- Reviewed all construction drawings and shopdrawings for aesthetic and operational alignment.
- Reported directly to the Chief Finance Officer and Chief Executive Officer on all budget, schedule and design updates.
- Led all communication and scheduling with third party agencies.
- Collaborated with all VP of Food & Beverage and VP of Restaurant Operations for necessary design and operation feedback.
- Reviewed and maintained all existing properties to ensure brand alignment in all components of design.

DESIGN MANAGER

Makeready Experience, 2016-2017

Led all communication with third-party design consultants and operators to ensure the narrative of each concept is clearly illustrated through every layer of the project. Develop budget analysis for all branding that corresponds to a strict schedule which works with construction, operations, and other design components. Review and critique construction bids for errors, missteps or possible value engineering opportunities. Help team stay on track for target dates. Create concept decks which help to concisely outline the concept's design and operation through imagery and copy.

- One of first four employees hired at start-up to help create a hotel operations team uniquely set to manage boutique luxury properties across the U.S.
- Led all communication with development and construction leads to successfully address operational necessities on six unique hotel properties.

- Drafted and oversaw project timelines and ensured all team leads were kept in alignment to achieve necessary deadlines.
- Provided sales & marketing and social media onboarding supervision for each hotel asset.
- Reviewed all project documentation for brand alignment, budget saving opportunities and to address any concerns of operational inefficiencies and design stewardship.
- Procured operational supplies and equipment through selection to purchase and delivery for all project developments.
- Managed all third-party agency communication for ownership and operational oversight to protect the vision and integrity of each project.

DESIGN & PROJECT MANAGER

Headington Companies, 2013-2016

Responsible for the design and execution of each new concept, ensuring that every component, from marketing and table settings to interior and exterior architecture, upholds the organization's standards for aesthetic excellence while ensuring a superior customer experience. Monitors and responds to the design needs of current operational projects, providing CAD and design renderings, branding designs, and marketing concepts. Communicates effectively and efficiently with general contractors, restaurant employees, and artisans to ensure all projects are executed with excellence and in a timely fashion. Maintains a thorough punch list of all current jobs, provides concept writing and adjustments, ensuring the cohesive and comprehensive maintenance of all projects.

- Led the design development of 8 independent restaurants across the U.S.
- Selected and managed the general contractor relations for each development project.
- Provided all interior design drawings and specifications directly the architect for seven independent restaurants.
- Oversaw the total construction development budget for each project.
- Worked with world-renowned architect, Olson Kundig, on a multi-concept development project in the heart of Dallas' Design District.
- Designed, specified and procured all Furniture, Fixtures & Equipment orders.
- Provided direct reports to ownership with project updates pertaining to budget, schedule and design.
- Drafted each Concept Deck for future project opportunities and projects in development.
- Supervised all remodel initiatives for existing projects in operations.
- Designed and Produced branded collateral for existing properties as needed.

PORTFOLIO & REFERENCES

For references please reach out by email.
For portfolio please find on website below.