

Timothy M. Flohr
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EDUCATION

Doctor of Education	The University of Memphis Higher Education	Expected Completion Aug. 2022
Master of Business Administration	Drexel University Business Analytics	2015
Bachelor of Science in Human Resources	University of Delaware Hotel, Restaurant & Institutional Management	1997

ACADEMIC POSITIONS

Program Director	The University of Memphis Kemmons Wilson Culinary Institute	2020 - Present
Program Manager	The University of Memphis Kemmons Wilson Culinary Institute	2019 - 2020
Lab Integration Specialist	The University of Memphis Kemmons Wilson Culinary Institute	2017 - 2019
Director of Operations & Adjunct Instructor	Drexel University Center for Hospitality and Resort Management	2011 – 2014
Online Instructor	Community College of Vermont Hospitality Management Business Department	2012 – Present

INDUSTRY EXPERIENCE

PROGRAM MANAGER/ DIRECTOR - UNIVERSITY OF MEMPHIS – Memphis, TN 2019 - Present

The Program Director reports to the Dean of Kemmons Wilson School of Hospitality and Resort Management (KWS) and has primary responsibility for providing leadership, oversight, and strategic planning for the Kemmons Wilson Culinary Institute's (KWCI) budget and fiscal management, including: accounting; licensee contracts management; purchasing and inventory; staff administration and development; and facilities management.

The position manages all areas of the KWCI's operations, including the following areas: curriculum development and accreditation; chef instructor hiring recommendations; business office procedures, front office staff management; information technology recommendations; and external partnership development. In addition, the position supports the KWS's Business Officer with financial reporting and oversight.

LAB INTEGRATION SPECIALIST/INSTRUCTOR – UNIVERSITY OF MEMPHIS – Memphis, TN

2016 - Present

Oversee all internship, experiential learning programs, and professional development initiatives for the Kemmons Wilson School of Hospitality and Resort Management.

Instructor for both undergraduate and graduate courses at the Kemmons Wilson School of Hospitality & Resort Management. Courses include: Properties Development & Planning, Lodging Operations Lab, Advanced Strategic Management for Hospitality, Pre-Internship in HPRM, and Hospitality Management Internship.

GENERAL MANAGER – NIKE NALC - Guckenheimer – Memphis, TN

2016-2017

Director of all food and beverage operations, special events, and executive dining for 2.8 million square foot distribution center for Nike in Memphis, Tennessee.

GENERAL MANAGER – BUSINESS DINING SERVICES – American Dining Creations – Malvern, PA

2015-2016

Plan, direct and control comprehensive dining, food and beverage operations, and special events for a 3,000- person campus in Malvern, PA

ADJUNCT INSTRUCTOR – COMMUNITY COLLEGE OF VERMONT – Montpelier, VT

2013- Present

Develop and teach online Business Economics and Hospitality and Tourism courses: Introduction to Hospitality, Tourism, and Travel, Introduction to Lodging & Resort Management, Special Event & Tour Management, The Business of Leisure (Capstone Course), and Principles of Microeconomics.

OPERATIONS MANAGER |ADJUNCT INSTRUCTOR – Drexel University - Philadelphia, PA

2011-2014

Direct and execute comprehensive operations, budgeting, financial reporting, procurement, purchasing, and special events for the Center for Hospitality and Sport Management in a major metro area. Project Manager of multiple concurrent initiatives for creation/launch of the Center for Hospitality and Sport Management. Instrumental in driving people and processes to achieve critical deliverables for a new academic program.

- Instructor for Hospitality Industry Administration, the strategic management course for junior/senior students.
- Achieved 2 consecutive years of record-setting sales revenue with a simultaneous 22.5% spend decrease.
- 2012 Goodwin College of Professional Studies Staff Service and Leadership Award recipient, for the top professional staff member demonstrating outstanding leadership and organizational skills.

OPERATIONS MANAGER (NORTHEAST REGION) – Cracker Barrel Old Country Store - DE & MD Sites

2009-2011

Planned, directed, and controlled operations to achieve financial and performance goals in 3 of the company's top units achieving \$5.4M in average annual sales. Developed/reported retail and restaurant forecasts and deviations to regional/divisional management teams.

- Increased management and hourly staffing levels by 19% over 12 months.
- Increased employee retention 37% in the same period.

DIRECTOR OF OPERATIONS – Fidelity Investments – Sebastians Café and Catering - NY & NJ Sites

2007-2009

For 3 Fidelity Investments sites in Manhattan and New Jersey, directed comprehensive executive dining, food and beverage operations, and special events. Oversaw multi-unit operations with \$4.85M annual operating budget and a staff of 5 full-time exempt managers, 2 full-time non-exempt managers, 26 full-time employees, 7 part-time employees, and 19 on-call staff members. Independently conducted client negotiations and unit contract renegotiations. Executed overall district recruiting, training and succession planning.

- Oversaw multiple projects and achieved goals/deliverables for employee retention rate improvement, supply chain streamlining, and operations/maintenance expenditure decreases.

FOUNDING PARTNER | PROJECT MANAGER – JerseyMenus.com – Newark, NJ

2006-2015

Project Manager for website development project that launched the largest statewide dining guide in the US. Led cross-functional project lifecycle teams through development, testing and implementation phases.

- Developed unique SQL database that incorporated business information, menus, reviews, and OpenTable® links for over 23,000 restaurants and tourist attractions.
- Created, executed, and managed marketing initiatives for businesses and clients promoting new store openings, expansions and seasonal events.

FOOD & BEVERAGE DIRECTOR – Ellis Island Immigration Museum– Aramark – New York, NY

2004-2006

FOOD SERVICE DIRECTOR – St. Johns University (Queens, NY) – Aramark - New York, NY

Operations directorship with accountability for \$4.2 million in multi-unit food court/catering sales for 2 successive engagements.

PROFESSIONAL CERTIFICATIONS

Project Management Professional (PMP)	2014 – Present
Certified Food and Beverage Executive (CFBE)	2012 – Present
Society for Human Resource Management Certified Professional (SHRM-CP)	2021 – Present
Certification in Hotel Industry Analytics (CHIA)	2018 – Present
Certification in Advanced Hotel & Tourism Analytics (CAHTA)	2019 – Present

PROFESSIONAL AFFILIATIONS

Council on Hotel, Restaurant, and Institutional Education	2012 – Present
National Restaurant Association	2012 – Present
Project Management Institute	2014 – Present
Project Management Institute (Memphis Chapter)	2017 – Present
Tennessee Hospitality and Tourism Association	2017 – Present
Cooperative Education and Internship Association	2017 – Present
National Association of Colleges and Employers	2017 – Present
Professional Convention Management Association	2017 – Present
Memphis Restaurant Association	2017 – Present
Society for Human Resource Management	2019 - Present

TEACHING ACTIVITIES

The University of Memphis

Undergraduate Courses

Business of Hospitality (HPRM 1050) ^a
Corporate Hospitality Immersion Program (HPRM 4900) ^a
Culinary Internship (HPRM 2019) ^a
Exploring Hospitality Careers (HPRM 2031) ^a
Food Composition & Sanitation (HPRM 2017)
Food Safety and Sanitation (HPRM 3810) ^a
Foundations of Professional Development (HPRM 2030) ^a
Hospitality Internship (HPRM 4911) ^a
Hospitality Pre-Internship & Professional Development (HPRM 3911) ^a
Integrative Challenge (HPRM 4700) ^a
Lodging Management Lab (HPRM 3062)

Project Management for the Hospitality Industry (HPRM 4020) a
Properties Development/Planning (HPRM 4350)
Restaurant Management Service Lab (HPRM 3062)

Graduate Courses

Advanced Strategic Management in Hospitality (HPRM 7442)
Analysis & Decision Making in Hospitality (HPRM 7020) a
Hospitality Graduate Internship (HPRM 7911) a
Properties Development/Planning (HPRM 6350)
Research & Data Analysis in Hospitality (HPRM 7870) a
Strategic Pricing & Revenue Management Maximization (HPRM 7340) a

Community College of Vermont

Microeconomics (ECO 2030)
Intro to Lodging and Resort Management (HTM 1040)
Introduction to Hospitality, Tourism, and Travel (HTM 1030)
Special Event and Tour Management (HTM 2010)
The Business of Leisure (HTM 2080)

Drexel University

Hospitality Industry Administration (HRM 425)

a – Online Course Development

SCHOLARSHIP

BOOKS PUBLISHED

Project Management for the Hospitality Industry, Kendall Hunt Publishing, Due Out August 2021

REFERREED PUBLICATIONS

Rengel Jara, E., Babb, J. and Flohr, T. (2019), "Status and scope of project management in the hospitality industry", International Hospitality Review, Vol. ahead-of-print No. ahead-of-print.
<https://doi.org/10.1108/IHR-09-2019-0016>

NON-REFERREED PUBLICATIONS

Flohr, T. (2020, Aug. 2). The increasing importance of project management in the hospitality industry. Hospitality Management-Hotel Business Review. Retrieved from: https://www.hotelexecutive.com/business_review/6658/the-increasing-importance-of-project-management-in-the-hospitality-industry?type=trend

Wang, L. & Flohr, T. (2020, June 28). The Food and Beverage Industry's Global Challenges During the COVID-19 Pandemic. Hospitality Management - Hotel Business Review. Retrieved from https://www.hotelexecutive.com/business_review/6590/the-food-and-beverage-industrys-global-challenges-during-the-covid-19-pandemic

REFERREED PRESENTATIONS

"Project Management: The Art and Science of Getting Things Done" at the 2019 Central CHRIE Conference in Indianapolis, IN. on March 22, 2019 (60 minutes)

"Project Management: The Art and Science of Getting Things Done" at The University of Memphis' SLPC Conference on November 2, 2018 (60 minutes)

"Innovative Platforms For Creating Unique Tourist Experiences" at the NCA (National Concierge Association) National Conference on August 25, 2018 (1 hour)

"Introduction to Catering Operations" at ICCFA (International Cemetery, Cremation, and Funeral Association) National Conference on July 23, 2018 (90 minutes)

"Interpreting Financial Statements" at ICCFA (International Cemetery, Cremation, and Funeral Association) National Conference on July 23, 2018 (90 minutes)

Organizer for Lindy Scholars Collaboration with the Culinary Arts Department at Drexel University from 2011-2014. Program helped to teach healthy lifestyle/menu planning to Middle School and Junior High aged students in Philadelphia.

PROFESSIONAL SERVICE

The University of Memphis

Professional

ICHRIE – Hybrid Conference Committee Member	2020 - Present
SECSA (ICHRIE) – Board of Directors (Director of Networking)	2019 – Present
Eta Sigma Delta (ICHRIE) – Board of Governors	2019 – Present
American Culinary Federation (Memphis Chapter) – Executive Director	2020 – Present
Cooperate Education & Internship Association (CEIA) – Internship Award Committee	2020 – 2021
Eta Sigma Delta (ICHRIE) – 2021 Virtual Conference Committee Chair	2020 – 2021
ICHRIE – Professional Development Committee	2018 - 2019

Institutional

Teaching & Learning Advisory Committee (Committee Chair)	2020 - Present
Fee Refund and Appeals Committee	2020 – Present

Enterprise Systems Advisory Committee
Dining Services Focus Group

2020 – Present
2018

Departmental

eCourseware Department Aide – Kemmons Wilson School	2019 - Present
Experiential Learning Credit (ELC) Assessment Reviewer (Ad Hoc)	2019 – Present
Eta Sigma Delta Faculty Advisor	2018 – Present
Kemmons Wilson School Administration Committee	2019 – Present
Kemmons Wilson School Undergraduate Curriculum Committee	2019 – Present
Kemmons Wilson School Community Affairs and Award Committee	2019 – Present
HPRM Accreditation Committee	2019 – Present
Mid-South Culinary Expo (Event Chair)	2019 - Present
Kemmons Wilson Culinary Institute Ribbon Cutting Ceremony (Coordinator)	2019
Corporate Hospitality Immersion Program (CHIP) Coordinator	2019 - Present
Faculty Liaison/Chaperone – ESD HX Conference (NYC)	November 2019
Mise en Place Strategic Partnership Program (Developer & Project Manager)	2019 - Present
UofM Global Coordinator – Kemmons Wilson School Undergraduate Courses	2019 – Present
Axiom Mentor Software Implementation – Project Manager	2018 - 2019
Eta Sigma Delta Induction Ceremony – Event Chair	2018 – Present
PHASE 1 & PHASE 2 Course Development – Developer & Project Manager	2018 - Present
Employer & Student Internship Handbook Development – Project Manager	2018
ServSafe Instructor & Proctor – Food Manager & Alcohol Courses	2018 - Present
ManageFirst Instructor & Proctor (National Restaurant Association)	2020 - Present

Community

Treasurer – St. Luke Lutheran Church (Cordova, TN)	2019 – Present
Finance Director – St. Luke Lutheran Church (Cordova, TN)	2018 – 2019
Man Enough Network – Girl Scouts Heart of the South	2018 – Present
Girl Scouts Heart of the South – Volunteer	2016 – Present
radKIDS – Instructor	2019 - Present

HONORS AND AWARDS

Kemmons Wilson School Faculty Service Award – University of Memphis	2020
Staff Service & Leadership Award – Drexel University	2012
Betta Gamma Sigma – Drexel University	2014
Eta Sigma Delta National Honor Society -University of Delaware	1997
Golden Key National Honor Society - University of Delaware	1996

MEDIA COVERAGE

<https://www.memphis.edu/mediaroom/releases/2019/july/timflohr.php>

<https://dailymemphian.com/article/6578/U-of-M-throws-curtain-back-on-new-culinary-arts-program>

<https://dailymemphian.com/section/food/article/8728/u-of-m-will-show-off-culinary-school>

<https://www.msn.com/en-us/Foodanddrink/foodnews/university-of-memphis-celebrates-grand-opening-of-new-culinary-institute/ar-BBWWFkz?ocid=se>

UNIVERSITY OF MEMPHIS LEARNING CURVE TRAINING

Communication, Civility & Ethics in the Workplace

Documentation, Discipline, Discharge for Leaders

Curriculog Originator

TIGERBUY Training

Extra Compensation E-Contract Training

New Helpdesk Ticketing System (TOPdesk)

eCourseware Intermediate: Assessments (Intermediate)

eCourseware Essential: HTML (Beginner)

eCourseware Expert: Communication Tools (Advanced)

One Drive (Beginner)

Hiring Right

Management's Duty of Confidentiality

Minors on Campus

Title VI Training

Web Time Entry – Faculty Sick Leave Reporting

Web Time Entry Approver Training