

BRIAN HEXEM

OPERATIONS LEADER | FOUNDER & PROJECT LEAD | MULTI-UNIT OPERATIONS | NEW STORE OPENINGS

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EXECUTIVE PROFILE

Operations leader specializing in multi-unit operations, new store openings, field execution, project coordination, catering, and performance turnarounds. Experience spans workplace hospitality, retail, specialty coffee, high-volume service, and large-scale event operations across multiple U.S. markets. Proven record translating strategy into strong day-to-day execution, scalable systems, manager development, permit-ready launches, and stronger operational consistency. Current leadership with Bon Appétit Management Company at Adobe adds large-scale, multi-concept corporate dining and catering operations, while founder-led product work adds hands-on web, product, AI, and digital-development experience.

SIGNATURE IMPACT

Multi-Market New Store Openings

Opened and stabilized Gregorys Coffee locations across CA, WA, FL, MN and other markets.

Catering Up to 4,000 Guests

Support Adobe's large-scale catering program for events ranging from intimate gatherings to programs of up to 4,000 guests.

12+ Compliance Recoveries

Helped licensed Starbucks stores recover from NNC/default status without losing a license.

23 Adobe Dining Concepts / 3 Cafes

Lead operations across 23 from-scratch dining concepts at Adobe, including three cafes.

Direct Responsibility for Approx. 120 Team Members

Direct operational responsibility for approximately 120 Bon Appétit team members across front- and back-of-house operations.

Operator + Digital Builder

Combines hospitality leadership with hands-on product, web, AI, deployment, and systems work.

CORE STRENGTHS

New Store Openings | Multi-Unit Support | Workplace Hospitality | Catering & Event Operations | Multi-Concept Dining Operations | Store Turnarounds | Manager Training | Vendor Coordination | Food Safety | Inventory & COGS | Scheduling & Forecasting | Permit Readiness | Guest Experience | Team Culture | Product Strategy | Project Management | Web Design | UX/UI | Product Development | AI-Enabled Workflows | Research & Synthesis

PROFESSIONAL EXPERIENCE

Bon Appétit Management Company @ Adobe | Assistant General Manager / Workplace Hospitality Operations, 2026-Present | San Jose, CA

- Lead workplace hospitality operations across 23 from-scratch dining concepts, including three cafes, with direct operational responsibility for approximately 120 Bon Appétit team members across front- and back-of-house operations, service standards, and the employee dining experience.
- Support Adobe's large-scale catering program for events of varying size and complexity, including programs of up to 4,000 guests, coordinating operational readiness, staffing, service standards, guest experience, and cross-functional execution.
- Bring multi-unit leadership, specialty coffee, foodservice, systems, and team-development experience to a complex, high-volume corporate campus environment.

Living Ascent Protocol | Founder & Project Lead, 2025-Present | San Jose, CA | LivingAscent.com

- Built and launched a digital personal-development platform from concept through production, leading product strategy, web design, UX/UI direction, information architecture, brand development, content systems, feature roadmapping, testing, and iterative improvement.
- Manage the product's modern web and deployment workflow using GitHub, Vercel, Supabase, Git/version-control practices, domain and DNS configuration, production deployments, database-backed features, QA, and technical troubleshooting.
- Use AI-assisted development and research workflows for product ideation, requirements definition, prompt design, content development, feature planning, cross-domain logic, and rapid prototyping.
- Designed the platform around nine interconnected life domains, translating long-term research into user journeys, assessments, prioritization logic, community concepts, journaling/messaging concepts, and AI-enabled experiences.

Gregorys Coffee | General Manager / New Store Opening & Field Operations Lead, 2024-2025 | Multiple U.S. Markets / Palo Alto, CA

- Led Palo Alto / Stanford Shopping Center to the company's top-performing mall-store position and opened Jacksonville, FL, which became the #2 mall-store sales location.
- Supported rapid expansion across multiple U.S. markets; served as primary field lead for inspection and permit readiness and coordinated health, building, fire, environmental, vendor, equipment, and launch requirements.
- Opened Tacoma remotely through vendor coordination, completion work, setup planning, and store-manager training; built ordering guides, par systems, inventory tools, deployment maps, schedule templates, and coverage charts.

Starbucks - Simon Property Group | General Manager, 2023-2024 | Great Mall, Milpitas, CA

- Managed a 20-30 person team while raising weekly sales from about \$17K to \$30K+ within months and about \$40K during holiday weeks.
- Temporarily oversaw a second location, representing about \$65K in combined weekly volume and roughly 35-50 total employees; rebuilt an at-risk sister store through standards recovery, hiring, training, and manager development.
- Led the region in retail sales and ranked second in overall sales volume while managing labor, scheduling, forecasting, ordering, inventory, COGS, and daily execution.

1440 Multiversity | Banquet Manager / Common Grounds Cafe Lead, 2022 | Scotts Valley, CA

- Led cafe and banquet operations within a mission-driven health and wellness retreat serving corporate groups, workshops, seminars, guest experiences, and event activations.
- Managed a third-wave cafe featuring Verve coffee, house-made syrups, vegan pastries, beer, and wine service, including ordering, inventory, food safety, training, scheduling, hiring support, menu development, and guest service.
- Staged classrooms, seminar rooms, and event spaces and supported farm-to-table breakfast, lunch, dinner, and banquet service.

PROFESSIONAL EXPERIENCE, CONTINUED

Tesla | Vehicle Operations / Production Associate, 2021 | Fremont, CA

- Performed vehicle drive tests and supported final quality and production standards for Model 3 and Model Y.
 - Conducted camera calibration, alignment support, short-term engineering review tasks, and vehicle movement through final inspection, paint/body, and other production areas.
- Safeway Starbucks | General Manager / Multi-Unit Licensed Store Operations & Training Lead, 2006-2017 | San Jose / Los Gatos, CA
- Promoted into management within months and spent the balance of tenure in General Manager and multi-unit leadership roles, managing licensed Starbucks operations, teams, ordering, inventory, hiring, scheduling, forecasting, inspections, food safety, merchandising, launches, and guest service.
 - Led Northern California in whole-bean sales during seven years at Los Gatos and regularly led the district in service performance.
 - Earned Starbucks Coffee Master certification three times and taught Coffee Master / Coffee Academy and Advanced Store Training classes to managers across the region.
 - Supported district and neighboring-district operations as an assistant district manager/merchandiser resource; helped more than 12 stores recover from NNC/default status without losing a license.

DIGITAL PRODUCT, WEB & AI TOOLKIT

Product & Web	Web Design UX/UI Direction Responsive Web Experiences Product Strategy Product Development Information Architecture User Journeys Feature Roadmapping Prototyping QA / Testing
Platforms & Technical	GitHub Vercel Supabase Git / Version Control Domain & DNS Management Production Deployments Database-Backed Features Technical Troubleshooting
AI & Project	AI-Assisted Development Prompt Design AI Product Integration Research Synthesis Requirements Definition Feature Prioritization Project Management Documentation Iterative Development
Brand & Content	Brand Strategy Content Architecture Web Copywriting Visual Direction Digital Experience Design Concept Development

ADDITIONAL HOSPITALITY & TECHNICAL EXPERIENCE

Andale Mexican Kitchen - Bartender / Bar Manager Trainee, 2020 | Flights Restaurant and Bar - Bartender / Server / Food Runner, 2018 | Technibuilders Iron Inc. - Ornamental Iron Installer / Fabrication Assistant, 2004-2005

HOSPITALITY TECHNOLOGY & EQUIPMENT

Specialty Coffee & Equipment: La Marzocco manual machines, Mastrena 1/2, Eversys, Thermoplan, grinders, brewers, TurboChef ovens, refrigeration, latte-art instruction, Coffee Master training, coffee tastings, and coffee-origin exposure in Tanzania.

Business Systems: Microsoft 365, Google Workspace, Workday, ADP, Paylocity, Insperity, Harri, UKG, Slack, Calendly, Shopify, Square, Toast, MarketMan, Sysco, Odeko, Imperial Dade, POS/back-office technology, networking equipment, and inventory controls.

CERTIFICATIONS & TRAINING

AMERICAN RED CROSS BASIC LIFE SUPPORT (BLS) CERTIFIED	Certification earned 2026
SERVSAFE FOOD PROTECTION MANAGER CERTIFICATION	Earned Aug 21, 2026 Expires Aug 21, 2031
CALIFORNIA ABC RBS CERTIFIED	Issued Jul 25, 2026 Expires Jul 25, 2029

Food & Beverage Management Certification | Starbucks Coffee Master, 3x Certified | Salesforce Fundamentals Coursework | B2B SaaS Sales Techniques Coursework