

MICHELE T CORIGLIANO

PROFESSIONAL PROFILE

A highly professional individual with a diverse background. Extensive exposure in financial analysis, marketing, communication, non-profits, lobbying, media relations and customer-service.

EXPERIENCE

Executive Director ■ 2016 to current

Salt Lake Area Restaurant Association ("SLARA") ■ Salt Lake City, UT

- Created a fully integrated vision and strategy for a new organization
- Increased membership 210% in 18 months; increase total revenue 260% in 23 months.
- Responsible for legal, financial, legislative, member relations and public relations for the organization, under the approval of the Board of Directors
- Created First Annual Salt Lake Food & Wine Festival, consisting of over 15 different events throughout Salt Lake County; responsible for organizing event, sales, public relations, press interviews and funding
- Organized and implemented legalities of board process and organization structure
- Lobbied to pass major alcohol reform legislation during first year of lobbying efforts. Positively affected over 6,000 licensees in the State of Utah
- Organization spokesperson for media, appearing in over 100 interviews on television, radio and print worldwide
- Fully responsible for lobbying efforts, member relations & sales, accounting, tax preparation, social media, advertising, member education, board organization & communication, member networking & communication
- Took an organization from ground zero to one of high industry reputation & lobbying power
- Working with hundreds of restaurant owners and managers to assist them in creating a thriving business and overall independent restaurant and bar community

President / Owner ■ 2017 to current

Easy Food Handlers / Fun Food Handlers, LLC · Salt Lake City, UT

- Created online food handlers permit program, approved by the State of Utah
- Have certified over 15,000 students since inception
- Approved instructing organization for ServSafe Manager Food Safety Certification, with monthly classes certifying owners and managers throughout Utah

EDUCATION

Pepperdine University

1983-1987

BS in Business

Administration / Economics

Emphasis

Westminster College

1994-1997

MBA / Marketing Emphasis

BOARDS

Equality Utah

- Former Vice-Chair
- Current Secretary
- Former Chair of Allies Dinner

SLCC Culinary Institute PAC

- Current Chair

Visit Salt Lake

- Current Board Member

Utah Department of Health / Food Safety Task Force

- Current Board Member

Utah Tourism Industry Association

- Board Member

Utah Museum of Contemporary Art

- Former Board Member

President / Owner ■ 1997 - 2014

The Spa Clubs / Spa Utah, LLC ■ Salt Lake City, UT

- Created & implemented strategic concepts to build a successful day spa & salon chain with three locations
- Built a fully operational, profitable company, from obtaining financing, hiring & managing staff, creating strategic marketing plans & customer service
- Increased annual revenue by 876% in 7 years
- Named as Intermountain West's Top 100 Fastest Growing Businesses two years in a row
- Developed, designed & implemented website & social-media marketing presence
- Controlled all aspects of financial control, cash-flow, reporting & analysis
- Employed over 75 employees, working actively in educating, training, mentoring with strong emphasis on interpersonal skills and sales training

Board Member / Vice-Chairperson / Chair of Allies Dinner 2016 ■ 2009 - present

Equality Utah ■ Salt Lake City, UT

- Volunteered with non-profit organization to further the rights and equality for the LGBT citizens of Utah; work included within a 501(c)3, 501(c)4 and PAC divisions
- Negotiated with legislators & religious leaders to pass non-discrimination ordinances and state laws to further equality statewide, which was highly recognized nationally as a benchmark legislation
- Collaborated with staff to plan & implement annual fundraisers
- Assisted in increasing annual revenue over 80% during tenure on board
- Created & oversaw budgets while maintaining financial integrity & stability of organization
- Actively participated in crucial networking skills to bring a diverse community in unity
- Currently chair of Allies Dinner, the largest non-profit dinner in Utah with over 2200 attendees
- Currently member of the Equality Utah Advisory Board

Senior Analyst / Quality Assurance Division ■ 1997 - 1999

PaineWebber ■ Salt Lake City, UT

Operations Manager / Analyst ■ 1995 - 1997

Cape Athletics, Inc. / DahlinSmithWhite ■ Salt Lake City, UT

Controller ■ 1989 - 1992

Paper Moon Graphics ■ Los Angeles, CA

Owner/President ■ 1987 - 1989

Shells Restaurant ■ San Diego, CA

Certifications

Licensed Real Estate Agent, State of Utah