

JONATHAN HOROWITZ

4205 Childress Street
Houston, TX 77005
jhorowitz@convivehc.com
713-906-4802

Awarded the Houston Business Journal's "40 Under 40" award for young business leaders, 2011

Named one of "5 Houstonians to Know" by the Houston Business Journal, 2015

Greater Houston Restaurant Association:
Board Member, 2010 - present
Executive Committee, 2014 - present
Board President, 2016-2018

Texas Restaurant Association:
Board Member 2014 - present
Executive Committee Member
Secretary/Treasurer, 2019-2020

Art Colony Association
(Bayou City Art Festival)
Board Member, 2018-2020

LINK Houston
Board Member, 2018 - 2020

Greater Houston Convention and Visitor's Bureau
Board Member, 2018 - present

- Project DOCC Houston (past)
- Stages Theatre (past)

- Speaking Engagements:
- Texas Restaurant Association
 - American Marketing Association – Houston
 - Greater Houston Restaurant Association
 - Rice University
 - Jones School of Business
 - Greater Houston Partnership

Hospitality industry professional with 15+ years of experience creating, owning, operating, building, growing, and marketing restaurant/bar concepts.

PROFESSIONAL CAREER

February 2020 - Present

Founder/Chief Executive Officer | Convive Hospitality Consulting, LLC

Convive Hospitality Consulting provides its clients with assistance in any stage of the life-cycle of a hospitality business. Services include concept creation, menu development, bar program development, real estate selection services, design, construction, and buildout assistance, daily operations management, growth planning and budgeting strategies, planning for expansion, and expert witness reports and testimony.

April 2020 - Present

Senior Vice President, Retail Services | Colliers international

Colliers International is a full-service global real estate company.

Duties include tenant representation to locate new locations for growth, as well as providing consulting services for those concepts requiring operational assistance or guidance in planning for upcoming growth or expansion.

September 2015 - January 2020

Chief Executive Officer | Legacy Restaurants

Legacy Restaurants owns and operates The Original Ninfa's on Navigation, The Original Ninfa's Uptown Houston, Mama Ninfa's Tacos y Tortas, Antone's Famous Po' Boys restaurants, and Antone's Famous Po' Boys wholesale sandwich production and distribution operation and employs 350+ people

Key Roles and Responsibilities:

- Direct all operational activities of three restaurant concepts and Antone's wholesale sandwich production and distribution operation
- Develop and grow new locations
- Financial accountability on both a corporate and store level
- Build effective teams across the company
- Direct and oversee all marketing, public relations, advertising, and community relations efforts company-wide
- Directed growth of 40+ year old Original Ninfa's brand to more than 50% increase in revenue in less than four years
- Created efficiencies at Original Ninfa's on Navigation which consistently produce 20%+ average monthly operating profit on annual revenues of more than \$9M
- Developed new "spin-off" fast casual Mama Ninfa's Tacos y Tortas concept and launched first location in August, 2019
- Oversaw the creation and buildout of new 6,500sf Original Ninfa's location in the Uptown Houston area - opened in June, 2019
- Created more than 50% growth in Antone's wholesale sandwich production and distribution operation within four years, including expansion into Central Texas and western Louisiana

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PROFESSIONAL CAREER (continued)

June 2011 - May 2015

Chief Brand Officer, Partner | Lasco Enterprises, LLC

Lasco Enterprises is a restaurant company founded in 2003 that owns and operates multiple restaurant and bar concepts with numerous locations both inside and outside of Texas.

Key Roles and Responsibilities:

- **Equity Partner** – Joined founders as partner and 10th employee in company; helped grow company to 600+ employees and \$35M+ in revenue over 10 years
- **Brand Development** – Responsible for increasing the relevance and notoriety of existing concepts, growing the company's brands in all markets, and creating plans to develop and launch new brands
 - MAX's Wine Dive nationally recognized as a "Breakout Brand" and a "Hot Concept" in the U.S. by Nation's Restaurant News, 2013
- **Marketing** – Oversight and involvement in all facets of marketing activities for the company's various brands and locations, including public relations, digital marketing and advertising, and media strategies
- **Real Estate and Construction Management** – Site selection and oversight of build-outs for new locations
- **Media Relations** – Establish relationships with relevant members of the media and cultivate favorable press coverage for all concepts and locations; develop media outreach plans, events, and activities
- **Advertising** – Manage all advertising across multiple mediums for all brands, both paid and through trade relationships
- **Public Relations** – Direct and oversee the company's relationships with outside PR firms; create outreach strategies for each new and existing market; manage customer relations
- **On-line and Social Media Strategy** – Oversight of all on-line activities for all the company's brands, including website development, social media strategies and engagement, and digital advertising
- **Business Development** – Responsible for developing and increasing alternative revenue streams through networking and forging mutually beneficial business relationships
- **Philanthropy** – Direct all of the company's philanthropic endeavors and community involvement, including events, donations, and other activities
- **Event Management** – Plan and execute large-scale events for both internal revenue generation and fundraising for charities and non-profits

2005 - 2011

General Counsel, Chief Operating Officer, Partner | Lasco Enterprises, LLC Vice President of Marketing, Partner | Lasco Enterprises, LLC

- Developed the franchise system and UFOC for TTR Franchising, Ltd.
- Directed employees and operations at all The Tasting Room Wine Café wine bar/retail store locations
- Created the Marketing Department for the company; responsible for public relations outreach, advertising, graphic design, media relations, philanthropic activities, event creation and management, business development and relationship-building, and growing brand equity and recognition for both The Tasting Room Wine Café and the MAX's Wine Dive concepts

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PROFESSIONAL CAREER (continued)

1999 – 2005

Attorney | Chamberlain, Hrdlicka, White, Williams & Martin
Attorney | Haynes and Boone

- Associate in the Business Litigation and Appellate sections, representing corporate clients in all phases of complex commercial litigation, including management of large document productions, drafting appellate briefs, settlement agreements, and responding to First Amendment claims

EDUCATION

South Texas College of Law, JD, 1998

Member of national championship advocacy team, Starr Moot Court competition

Rice University, BA, 1995

Letterman, Rice University Golf Team