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PROFESSIONAL EXPERIENCE

30 plus years of professional experience with a unique blend of strategic thinking combined with leadership experience. Specific expertise in:

Top Tier Negotiations Specialist
Brand Development
Budget Development & Analysis
Relationship Building

Global Luxury Home Marketing Specialist
Merchandising & Brand Development
Process Development
Personnel Development

Coldwell Banker, Apex - Rockwall, Texas

Licensed Realtor - May 2011 – Current
Global Luxury Home Marketing Specialist

- Represent Residential Real Estate Seller and Buyer clients across all price points
- Negotiate real estate transactions on my client's behalf.
- Own Contract to Close process to ensure clients are kept well informed during their transaction; ensuring top level customer service.
- Handle all aspects of listing properties on MLS, CRM database, Realtor.com and various other marketing platforms.
- Responsible for communication with local Title Companies and Lenders while representing my clients with the utmost professionalism.
- Developed Marketing Flyers, Ads, Facebook Page & Listing Presentations & Buyer Guides.
- Expertise in Single Family, Farm & Ranch and Land deals.
- Mentor to New Real Estate Agents.

SCARBOROUGH SPECIALITES, INC. – Dallas, Texas

Contract Assignment - Leader in Branded Promotional Products and Wearables

Account Executive August 2010 – May 2011

- Build customer database focusing on developing customer relationships, offering great service and passing on competitive pricing.
- Successfully source ideas targeted to each customer, build PowerPoint presentations and present ideas to customers.
- Attend trade shows and present new innovative marketing and branding ideas to customers.
- Successfully managed customer budgets ensuring promotional products sourced stay within their designated allowance.

BRINKER INTERNATIONAL - Dallas, Texas 1992 – 2010

Global Multi-brand Restaurant Company

Senior Marketing Manager - Chili's Grill and Bar September 2001 – June 2010

Managed all aspects of the merchandising business for a 1,300 unit chain on a budget of \$4MM generating annual sales of \$2.6B.

- Successfully managed the strategic development of in-restaurant collateral for Chili's while managing an annual \$4mm budget.
- Lead agency on development and execution of over 1.5 MM menus and 1.2 MM feature cards annually.
- Partnered with Operations to reduce number of menus produced for each restaurant, reducing down the number of pages printed and revising specifications realizing an overall cost savings in excess of \$200,000 annually.
- Lead agency on the introduction of the Appetizer, Drink and Dessert menu developing multiple versions to evolve Chili's Beverage business, currently 12% of total sales.

- Lead Agency on the development of all Food & Beverage Merchandising POS including design, photography, print and distribution on a national and regional level.
- Lead \$60MM Chili's Kids business, evolving program, managing competitive analysis and developing menu and table top merchandising tools to generate greater guest satisfaction.
- Lead overall development, testing, and launch of new in-restaurant merchandising strategy focused on brand building and strategic check management through up-sell opportunities. New food and beverage menus and in-restaurant merchandising tools were preferred by consumers over the existing menu generating \$20MM in annual sales.
- Lead the development of the Brinker General Store. Approved all branded merchandising products and wearables for the Brinker Brands focusing primarily on Chili's. Partnered with cross functional Brinker teams during the selection process of current supplier of record, PAC.
- Managed seasonal merchandising promotional product launches while maintaining an annual budget in excess of 750,000.
- Lead selection process of photography Agency of Record, South Loupe. Managed photography shoots for food and beverage, as well as, developed work patterns to deliver against project assignments and deliverables.
- Key leader on selection of Print Merchandising team for new advertising Agency of Record, Hill Holliday for the Chili's brand.
- Possess expert knowledge in color correcting, sheet fed and web printing processes, pre-press, proofreading, distribution of goods, analysis, fulfillment, merchandising execution and inventory control.
- Partnered with agency to develop brand on-line ordering website. Approved concept design, photography and layout to ensure strong brand messaging.
- Lead development of Chili's Brand Guidelines Book used by Global, Domestic Franchisees and various third party vendors to establish brand consistencies.
- Managed food and beverage tastings for new product launches. Served on executive rollout team.
- Successfully developed and trained direct reports resulting in promotions to Marketing Managers.
- Extensive travel required.

Sr. Franchise Merchandising Manager June 1996 – September 2001

Managed all Merchandising and Marketing initiatives for Chili's Global Franchisees representing 18% of the brand. Reported to the Vice President of Franchise.

- Served as the primary merchandising contact to Global Franchise Partners.
- Partnered with Ad Agency of Record, GSD&M to develop merchandising materials for Global Franchise Partners in the Pacific Rim, Latin America, Middle East and Non-Traditional Airport locations.
- Partnered with Global Ad Agencies of Record and approved merchandising plans in order to develop and maintain brand consistency.
- Developed merchandising brand strategies for Non Traditional Airport and Shopping Mall locations focusing on brand awareness, upsell opportunities and greater check averages.
- Lead photography shoots and built food and beverage photo library for use in conjunction with various merchandising platforms to support Global Franchisees.
- Assist Partners in the decision making process for various LSM promotions in an effort to grow food and beverage sales focusing on stronger brand awareness of Chili's restaurants in markets with fewer number of restaurants.
- Lead liaison and planner for annual Partner conferences. Developed themes, chose vendors and lead all conference planning efforts.

Marketing Coordinator September 1992 - June 1996

Served as the Marketing Coordinator for Chili's. Reported to the Vice President of Marketing.

- Assisted Marketing Director with menu proofing and production consisting of 5 menu versions for 150 restaurants.
- Assisted Marketing Vice President with communicating merchandising initiatives and rollouts to Chili's Operations.
- Communicated seasonal promotion rollouts to the Corporate restaurants.
- Assisted RVPs developing merchandising plans and events to grow brand awareness.
- Primary contact for Marketing questions from Operations.

PROFFESIONAL TRAINING

- Dale Carnegie Professional Development Series
- Professional Time Management Series
- High Impact Presentations
- Effective Business Writing
- Diversity Training
- Employee Relations as Leader
- Proficient in Word, Excel, PowerPoint, Outlook, Gmail and Database driven platforms

PROFESSIONAL AWARDS AND ACHIEVEMENTS

Global Luxury Home Marketing Specialist
Top 10% Real Estate Sales Producer

Star Award - Brinker's Highest Recognition Award – Awarded by the CEO of Brinker International
2 time ChiliHead Award – Awarded by the President of Chili's