

4352 Sparkle Crest Ave, Las Vegas, Nevada 89031  
702-808-5282  
tcriz@live.com

# Troy Criz

## Objective

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To obtain an Outside Sales position that utilizes my extensive experience in Coffee, Beverage and Beverage Management within the Gaming industry. To be challenged towards excellence with a results and growth oriented company in the coffee and beverage industry.

## Experience

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2007-2009      Mandalay Bay Hotel & Casino      Las Vegas, Nevada  
Manager of Coffee Operations

- Created and implementing new policy and procedure updating and improving the standard for retail coffee operations within a major Gaming resort property.
- Training, management, and motivation of retail coffee sales personnel. Emphasis on creative sales techniques, upgrading levels of service, quality, and training methods.
- Management of \$6.5 million in sales for deli, ice cream/pizza, two high end retail coffee outlets. Increased annual sales in excess of \$1.2 million during tenure.
- Achieved various awards for excellence, including the Starbuck 5 star rating twice, and SCAA Golden Cup Certification for retail operations under my supervision. Consistent top performer within assigned sales district during repetitive quarters.
- Created and managed the first and only 100% Organic, Sustainability supporting, SCAA Gold Cup Certified coffee outlet on the Las Vegas Strip. Increased sales by 14% during reporting period. Received recognition by the MGM Mirage Corporation in capacity of consulting on Organics and Sustainability efforts.
- Developed creative costing processes resulting in savings to property over \$64,000 annually. Implemented new equipment and service programs resulting in the elimination of \$35K in annual maintenance cost on various beverage equipment.
- Liaison to company using strategic planning and sourcing the best products from vendors.
- Over twenty years in the customer service industry.
- A self motivator with great leadership, communication, and time management skill

2004-2007      Realty Success Systems, Ltd.      Las Vegas, Nevada  
Realtor

- Sought new customers using cold calling, advertising, and target marketing techniques.
- Wrote contracts and many ads in various trade publications.
- Created innovated marketing strategies for the Gonzales Real Estate Team.
- Company wide Top Earnings performer consistently.
- 2006 Million Dollar Producer award.

## Education

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- Specialty Coffee Association of America      Portland, Oregon  
Brewmaster Certification
- Southern Nevada School of Real Estate      Las Vegas, Nevada  
Real Estate Agent