

CFO + COO. ONE FIRM. ONE FEE.

**We Don't Consult.  
We Operate,  
Diagnose & Scale.**

Fractional executive leadership for multi-unit restaurant brands serious about profitable, sustainable growth.

**\$350M**

P&L MANAGED

**950+**

LOCATIONS SCALED

**25+**

YRS EXP

GET DIAGNOSTIC

ENGAGEMENTS



**\$350M**

FULL P&L  
ACCOUNTABILITY

**30+**

RESTAURANT CONCEPTS  
LED AS VP

**120+**

CORPORATE FOODSERVICE  
CONTRACTS MANAGED

**41**

FORTUNE 500  
COMPANIES SERVED



FOUNDER  
&  
PRINCIPAL

— THE PRINCIPAL

**Operator First.  
Advisor Always.**

Dr. Vivian Smith-Del Toro, DBA, is a nationally recognized Fractional COO and CFO-Level Operating Partner with 25+ years of executive leadership across restaurant, hospitality, and multi-unit enterprise operations — holding the highest disclosed P&L credentials (\$350M) in the fractional COO market.

**VP of Operations — 30+ Concepts & 120+ Corporate Contracts**

Sodexo (\$20B): \$350M portfolio, 280 locations, 30+ restaurant & foodservice concepts, 120+ corporate contracts, 41 Fortune 500 companies. Achieved 98% client retention & 15% EBITDA growth YoY for 4 consecutive years.

Raising Cane's: Developed the operational framework enabling growth from 58 to 950+ locations. Owner & CEO, AFRE LLC (real estate) & AFL LLC (lending).

**25+**

YRS EXECUTIVE LEADERSHIP

**DBA**

DOCTOR OF BUSINESS ADMIN

**GLOBAL & NATIONAL FOODSERVICE CONTRACT ACCOUNTS — CONTINUED ON NEXT SECTION**

41 Fortune 500 Companies · 120+ Corporate Contracts · Midwest USA, Ireland & India

**30+ Restaurant Concepts · 120+ Corporate Contracts · 41 Fortune 500 Companies**

**\$350M**

Total Contract Volume

**280**

Locations Managed

**15% YoY**

EBITDA Growth — 4 Yrs

**98%**

Client Retention Fortune 500

GLOBAL & NATIONAL FOODSERVICE CONTRACT ACCOUNTS

Allstate	AbbVie	Abbott Laboratories	Alcoa	American Airlines Sky Clubs	American Family Insurance
Archer Daniels Midland	Arthur J. Gallagher	Ball Corporation	Bank of America	Baxter International	Capital One
Delta Airlines (Chicago)	CBRE Group	Cintas	CDW	Conagra Brands	Discover Financial Services
Federal Reserve Bank	Fiserv	Kellogg	Kraft Heinz	General Electric	GE Healthcare
Harley Davidson	HSBC	International Paper	John Crane	Jones Lang LaSalle	Kimberly-Clark
Lockheed Martin	Medline Industries	Molex	Nationwide	Nicor Gas	Northern Trust
Panduit	Phonak	Stepan	Tenneco	United Airlines	+ 79 Additional Corporations

**41** Fortune 500 Companies Served Directly

Dr. Smith-Del Toro managed 120+ corporate foodservice & hospitality contracts across Midwest USA, Ireland, and India. 98% client retention · 15% YoY EBITDA growth for 4 consecutive years · Unmatched in the fractional COO market.

— CORE ADVISORY SERVICES

**What We Deliver**

**01**

**CFO-Level Financial Diagnostics**

Prime cost, EBITDA gap, unit profitability, menu engineering.

**\$15K–\$30K**

**02**

**Fractional COO Retainer**

Embedded ops leadership, dashboards, accountability frameworks.

**\$6K–\$12K/mo**

**03**

**Enterprise Transformation**

Full financial & operational overhaul, culture rebuild, SOPs.

**\$75K–\$150K**

**04**

**Real Estate & Site Strategy**

Site selection, feasibility, lease strategy via AFRE LLC.

**Custom**

**05**

**Commercial Lending**

Equipment, construction, payroll, working capital via AFL LLC.

**Custom**

**06**

**PE Operating Partner**

Acquisition integration through exit — board-level reporting.

**\$100K–\$250K**

# Everything Your Operation Needs to Thrive

<b>Menu Development &amp; Engineering</b> Menu creation, contribution margin analysis, sales mix optimization, high-margin repositioning.	<b>Strategic Planning</b> Holistic concept assessment, PESTELE economic modeling, 5-year growth strategy.	<b>Operations &amp; SOP Development</b> Food safety, inventory, cash management, hiring frameworks, online training integration.	<b>Leadership &amp; Training Systems</b> Training manuals, ops manuals, multi-unit leadership development, scalable onboarding.
<b>Restaurant Assessment &amp; Profitability</b> Comprehensive financial and operational assessment from P&L to guest experience.	<b>Capital, Finance &amp; Acquisition Prep</b> Financial statement prep, profitability improvement, capital structuring, financing via AFL LLC.	<b>Marketing &amp; Brand Strategy</b> Local to national restaurant marketing, brand development, social media, brand equity.	<b>Supply Chain &amp; Purchasing</b> Buying program analysis, vendor management, price negotiation, quality assurance.
<b>Site Selection &amp; Feasibility</b> Market analysis, site scoring, demographic research, feasibility via AFRE LLC.	<b>Franchise Consulting &amp; Development</b> Franchise liaison, FDD support, franchise partner development, systems design.	<b>Technology &amp; POS Advisory</b> Tech stack evaluation, POS, food costing software, inventory apps with implementation.	<b>DEI &amp; Executive Leadership Strategy</b> C-Suite DEI strategy, ERG development, DEI scorecarding, leadership coaching, keynotes.

— THE PROOF **25+ Years of Measurable Impact**

**\$350M**

**Sodexo**

VP of Operations & DEI Champion

- 280** Locations · 1,500+ Team Members
- 15%** YoY EBITDA Growth
- 41** Fortune 500 Accounts
- 98%** Client Retention

**\$135M**

**Panera Bread**

Director & Area Operating Partner

- 89** Locations
- 10%** Revenue Growth
- 5.4%** EBITDA Improvement
- 0%** Management Turnover

**\$90M**

**Aramark**

Regional Vice President

- 90** Locations
- 98%** Client Retention
- \$32M** New Contracts Won
- Midwest** Multi-State

**\$78M**

**QDOBA Mexican Eats**

Regional Director of Operations

- 52** Locations · 1,400+ Team Members
- 100%** Turnover Eliminated — 6 Months
- Full** Operational Turnaround
- C-Suite** & Board Presentations

**950+**

LOCATIONS

Raising Cane's Chicken Fingers — Signature Achievement: Dr. Smith-Del Toro spearheaded the development of the operational framework enabling brand growth from 58 to 950+ locations nationwide. The same scalable systems thinking powers every AFRAG client engagement today.

— START HERE **The Restaurant Profit Diagnostic**

- 01** Full P&L Financial Review — Prime cost, EBITDA gap, unit profitability ranking.
- 02** Operational Performance Audit — SOPs, speed-of-service, waste and inventory.
- 03** Menu Engineering & Margin Analysis — Sales mix, contribution margin, repositioning.
- 04** Leadership & Accountability Assessment — Structure review, succession pipeline.
- 05** Written Profit Improvement Report — Prioritized 90-day action plan, ready to execute.

**Ready to Find Your Hidden Profit?**

The Diagnostic reveals what your P&L isn't telling you — and gives you the roadmap to recapture it.

INVESTMENT

**\$15,000 – \$25,000**

Based on portfolio size  
Typically recovered within 30 days

— WORK WITH US **Engagement Models**

**SCHEDULE YOUR DIAGNOSTIC CALL**

MONTHLY RETAINER

**Fractional COO Retainer**  
**\$6K–\$12K/Month**

- 2 dedicated days/week embedded
- Monthly financial review & dashboards
- Operational systems & accountability frameworks
- Quarterly strategic growth sessions

FULL TRANSFORMATION

**Enterprise Transformation**  
**\$75K–\$150K/Engagement**

- Full financial & operational audit
- Profit improvement & implementation
- Leadership restructuring & culture rebuild
- 90-day on-site execution support

EXECUTIVE LEVEL

**PE Operating Partner**  
**\$100K–\$250K/Engagement**

- Acquisition integration & assessment
- Portfolio brand EBITDA optimization
- Management team evaluation & development
- Exit preparation & scalability positioning

**Your Next Quarter Can Look Fundamentally Different.**

We select 2–3 strategic partners per quarter · Multi-unit operators, franchise groups, private equity firms

**(312) 852-8180 · drvian@csuiteparadigm.org · Chicago, Illinois**