



## **John A. Gordon, MAFF Biography**

**Pacific Management Consulting Group**

**Restaurant Analysis and Advisory Consultancy**

**June 2018**

**Specialties: restaurant strategy, operations and financial management topics; restaurant earnings and economics, franchising, litigation support**

John A. Gordon is a restaurant subject matter expert, who founded Pacific Management Consulting Group in 2003 to provide complex analytical and advisory services for clients. He has 45 years in restaurant operations, corporate staff and management consulting roles.

What we do: Focus upon restaurant strategy, operations and financial management topics. This includes investor review and analysis, concept assessment and review, business expansion, valuations, new business proforma business planning, earnings forecasts; revenue, expense and capital project issues solutions, and corporate organizational (G&A) reviews. We specialize in investor side due diligence, earnings and economics analysis, and serve as restaurant subject matter expert to investors, private equity firms, exclusive support to a restaurant buy side team, as well as a global management consulting firm; law firms and others who need deeply granular restaurant intelligence. Via expert witness engagements, we provide detailed research, discovery plan and analysis, deposition and trial engagements for restaurant litigation projects, accomplished through over 40 state, US federal and Canada litigation engagements to date.

We follow and track all US publicly traded restaurants, including the quick service (QSR), fast casual, casual dining and fine dining sub-sectors. We have developed a subspecialty of franchising standards and practices, and work on non public, independent and smaller/emerging restaurant situations.

Gordon's expertise: Gordon has experience in chain restaurant operations (QSR Hardee's/CKE Restaurants), and financial management roles (cost/financial analyst for New York Stock Exchange listed operator, and manager of financial analysis and chief financial officer at a global hospitality operator). He was associated with Booz Allen, a global strategy management consulting firm and later founded his consultancy, Pacific Management Consulting Group. He graduated with a BS Business from Indiana University.

He is a certified [Master Analyst in Financial Forensics](#) (MAFF). He is often cited in the business press on restaurant topics, including by ABC News, CBS Radio, CNBC, The

Wall Street Journal, The Economist, Bloomberg, The Globe of Canada, The New York Post, The Los Angeles Times, The Columbus Dispatch, The Chicago Tribune, Franchise Times, Nation's Restaurant News, Restaurant Finance Monitor, Restaurant Research, Franchise Valuation Reporter and others. He has moderated or presented via panels at the Restaurant Finance and Development Conference (2017, 2015, 2014), NACVA Restaurant Topics Panel (2014), the National Restaurant Show (2013), and Women's Foodservice Forum (2012), and others.

Our clients are typically: investors, shareholders, attorneys, management consulting firms, franchisee associations, franchisees, lenders, franchisors and other restaurant operators and other organizations who need detailed restaurant space perspective.

What we believe: providing independent, non-conflicted and certified analysis and expertise; we focus on the fundamentals not the fluff. We have a non-consensus outlook in that we look beyond the obvious situation at hand. And we'll deliver a full suite of opinions and solutions, including the most creative viewpoint that others won't present.

Contact: John A. Gordon, email [jgordon@pacificmanagementconsultinggroup.com](mailto:jgordon@pacificmanagementconsultinggroup.com), office: 858 874-6626, address: 5980 Mission center Road, San Diego CA 92123-3860.