



# ASHLEY ROBINSON

## PROFESSIONAL BIO

### CONTACT

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 ashley@emerging.com

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Ashley Robinson is a Senior Executive at EMERGING, a family of companies that are focused on using proprietary data analysis and market expertise to generate strategic planning and financial success within the restaurant industry.

Her work at EMERGING has allowed Ashley to merge specific consumer data and analytics with her unique knowledge of real estate and the restaurant industry. Her clients gain a valuable edge by using data obtained thru Point of Sale Integration and Mobile Device Technology, to better understand customer profiles and consumer behavior.

Ashley is differentiated in the data and real estate industries alike because *she converts relevant data into actionable insights and strategic planning, with the intent to convert this foundation into increased valuation for capital events.*

Her ability to deliver expert real estate performance comes from almost two decades of in-depth experience across many real estate sectors including restaurants, retail, real estate consulting and shopping center development. She has advised and executed expansion strategies in every region of the country, and now incorporates data technology and analytics into her skill set.

Ashley has helped EMERGING's companies develop their range of products specifically for the restaurant industry. She has unique access to a wide spectrum of proprietary industry data including restaurants spend, sales comps, COGS, labor costs and other P +L influencers.

Ashley creates business strategies that address both top line and bottom line drivers, backed by data rather than "best guess" analysis. Working with each department in a holistic approach to growth strategy, she enables collaboration and helps companies avoid siloed departments and profit damaging blind spots.

Ashley supports companies by curating a strategic plan specifically for their long-term goals. Applying objective data analysis and sophisticated market expertise reduces financial risks and improves sales projections and outcomes.

With a heavy dose of curiosity and a passion for business and people, Ashley loves what she does for a living, and the end result for her clients is improved company success, informed "white space" analysis, and industry leading valuations.

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## Resume

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### TECHNICAL SKILLS

**Mobile Data Science**

**POS Integration Deep Learning Models**

**Financial Modeling**

**Market Prioritization**

**National Rollouts**

**Asset Management**

**Lease Negotiations**

### PROFESSIONAL

#### EXAMPLES

**Keynote Speaker in 2019:** Shopping Center Business Magazine - Entertainment Experience Evolution Conference: *Using Mobile Data to answer key industry questions.*

#### Direct Link

Or

<https://news.emerging.com/entertainment-does-it-really-drive-foot-traffic-keynote>

### PROFESSIONAL PROFILE

- 18 + yrs. commercial real estate experience
- strong analytical skills and unique skill set for applying data science to real estate and growth strategy
- effective and efficient negotiator
- strong aptitude for asset management over an existing portfolio
- company-wide leader at Kona Grill and Coldwater Creek in dollars saved, accomplished through lease renegotiations
- strong industry relationships with retailers, landlords and brokers
- drives to inspire others to achieve a common goal through example and positive work style.

**Strategic Growth Principal** | 7/2019 - Present  
HOPDODDY BURGER BAR

- Role: In House Leadership Team Member and Board Advisor for national strategic growth, expansion and real estate.

**Vice President, Partner** | 6/2017 – Present  
EMERGING – Family of Companies

EMERGING CONCEPTS – Real Estate Division of EMERGING

ACUTELY – Data Company specializing in Real Estate related Case Studies and Deep Learning Models for Restaurants.

#### **EMERGING, Vice President**

- Role: Key leader in go-to market strategy and development for a new platform which will bring the restaurant industry together in one marketplace.

#### **EMERGING CONCEPTS, Vice President, Partner**

- Role: National Consultant and in-house Real Estate VP for: Sustainable Restaurant Group (Bamboo Sushi and Quickfish) Thirsty Lion, DIVERTsessions, Levity Live/Improv

#### **ACUTELY: Lead Data Analyst and Co-Founder**

- Role: Partner with Lead Data Scientists to create actionable insights for clients such as:  
True Foods Kitchen, H&M, Bain Capital, The Kitchen Fund, By Chole, Kilwins Chocolates, Dos Toros Tacos, Flagship Restaurant Group, Goddess and the Baker and more.

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## EDUCATION

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**University of California Los Angeles**

Bachelor of Arts

Major in Political Science with a concentration in International Relations

**UCLA Extension:** Real Estate Practice, Commercial Real Estate

## PREVIOUS EXPERIENCE SUMMARY

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**Kona Grill, Inc.** Multi-Unit Restaurant Operator  
*Sr. Director of Real Estate – Reporting Directly to the CEO*  
July 2016 – August 2018

- Responsible for all new brick and mortar growth in the US
- Presented Directly to the Board of Directors for new growth as well as disposition efforts.

**CenterCal Properties, LLC.** Shopping Center Developer  
*Senior Leasing Director*  
May 2011 – July 2016

- Team captain and head leasing person for several projects exceeding 2,500,000 sf of retail.

**Coldwater Creek, Inc.**  
*Senior Real Estate Manager*  
June 2008 – May 2011

- Territory included 13 states in the west and portions of the Midwest including Chicago.
- Conducted several asset management roles for over 125 existing stores, including expansions, square footage reductions, relocations and rent reductions

**Bill Thompson & Co.** Real Estate Brokerage  
*Retail Specialist and Department Head*  
April 2007 – June 2008

- Creation of a retail branch at Bill Thompson Co. Overall business development of the company.

**Main & Main, Inc.** Tenant Representation Company  
*Retail and Restaurant Specialist*  
2001 - June of 2008

- Often working directly with CEOs and senior leadership, Main & Main works with clients as an in-house real estate team to develop and execute long term real estate strategies.