

CANDIDACY SUMMARY · COMPANION TO THE BLUEPRINT

Vice President, Restaurants, Bars & Events

The role, and the work behind it.

Tyler Alford · Director of Food & Beverage, Crossroads Hotel Kansas City · For **Paul Devitt**, President & COO, and **Becky Walnoha**, SVP People & Culture · June 2026

\$1.0M record May F&B · +33% Lazia · +74% Percheron · \$3.3M F&B revenue YTD · Crossroads Hotel, through May 2026

Much of this role already takes shape at the property level at Crossroads. This sets the posting beside that work — a companion to the full blueprint.

WHAT THE POSTING ASKS

THE WORK BEHIND IT

Twenty-plus singular venues, scaled without sameness

One operating system runs three very different concepts under one roof — Lazia (food-led dining), XR (beverage-led café), and Percheron (rooftop) — held to one standard without flattening what makes each its own.

People — develop talent, a mobile bench, leaders from within

Built outlet-leader development and the tools beneath it; through two GM departures this spring, the team stepped up to cover and held a record F&B period.

Drive revenue and operational excellence

The first \$1M F&B month at Crossroads. Lazia +33% and Percheron +74% over last year, \$3.3M YTD, with beverage and purchasing disciplines underneath.

Openings, delivered from day one

Twelve openings in four years across sixteen Tupelo Honey restaurants, and a repeatable opening model to bring to the next one.

Bars and events

Leads Crossroads’ large-format events — this summer, a Visa x Pinnacle FIFA World Cup dinner. Beverage credentials: Court of Master Sommeliers Level 1, BarSmarts Advanced.

The corporate table — ownership, brand, finance

Contributes the F&B side of ownership reporting — answering Asset Management’s questions ahead of the owner call — and shares cross-property brand analysis with regional and brand leaders.

Built in the independent world

Founded Eudora’s Mississippi Brasserie; helped lead The Okay, Cool Group to a successful exit (six of eight concepts sold with their real estate); ran the bar at Commander’s Palace in its Wine Spectator Grand Award era.