

William (Bill) Varney

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Profile

Strongly experienced in business and management with over 25 years in the restaurant, hospitality, and in the commercial herb production and distribution industry as the highly successful founder and previous owner of nationally acclaimed Fredericksburg Herb Farm. Achievement oriented with demonstrated leadership ability and creative problem solver to enable rapid growth within organizations. Eager to utilize a goal-oriented, ethical and energetic approach to deliver high quality client service, products and results. Areas of expertise include: consultative and solutions selling, retail, wholesale and mail orders expertise, artisan, innovator, regarded as one American's foremost experts on the use of herbs and accomplished entrepreneur.

Experience

The Innovation Partners, PR Manager & Business Development, October 2011 to 2013

Responsible for communicating the "buzz" to the business world about Social Innovation. Establish, and execute product launch events, responsible for marketing campaigns and advertising programs. Responsible for planning and coordinating webinars, presentations, and executive launches. Responsible for negotiating business with companies such Dell, Seton Hospitals, and Sister Cities International. Spearheaded relationships building with clients such Stanford University, Arizona State University and University of Texas. Negotiated and persuaded placement of Sandy Bates, founder of Innovation Partners, on The Board of The Edison Awards.

- Generated \$1 million new sales, 2012

URBANherbal, Principal, November 2010 to present

A Texas Hill Country herb shop and greenhouse that manufactures and sells personal care products, gourmet comestibles, and gardening items. Conduct classes, lectures and demonstration on use herbs, gardening, and cooking.

- Responsible for manufacturing, customizing, marketing and strategically promote/sales of Urban Herbal products and services.
- Responsible creating and maintenance of UrbanHerbal website.
- Conduct classes, lectures and demonstration on herbs, gardening, and cooking
- Recognized by The San Antonio Express News, About.com, The Feast Blog and Taste SA.

Brasserie Pevil Restaurant, San Antonio Texas, General Manger, March 2011

Oversee all aspects of Restaurant Operations to include food and beverage menu development, financial control, marketing, and sales. Provide leadership to a Team of 55 Associates, & 8 Managers. Developed extensive marketing and sales plan as well as comprehensive wine and beer programs. Developed opening budget from scratch to include sales, labor and operational expenses.

- Managed a staff of over 55 employees in a work space of 35,000 square ft.
- Oversaw hiring, training and retention of frontline employees.
- Responsible for guest relations averaging approximately 175 guests per day.
- Responsible for Texas Alcohol and Beverage Commission (TABC) regulated inventory of over \$250K each day.
- Collaborated with counterparts to include the Executive Chef and Retail Catering Manager.
- Increased sales 45% within first month. Generated over \$1.5 Million in sales in 6 months
- Led marketing strategy with media website company in Texas and Public Relations firm in New York City.
- Reported to and provide tactical and strategic strategy to the President (Owner) and Vice President of the Watermark Hotel.

Fromage du Monde Restaurant, Fredericksburg, Texas, General Manger, 2009 to 2010

Oversee all aspects of Restaurant Operations to include food and beverage menu development, financial control, marketing, and sales. Provide leadership to a Team of 5 Associates, & 2 Managers. Developed extensive marketing and sales plan as well as comprehensive wine and beer programs. Developed opening budget from scratch to include sales, labor and operational expenses.

- Led the establishment from selling only a small category of food products and transitioned it to become a fully established restaurant.
- Remodeled and redesigned the entire facility to transform it into a restaurant from a cheese shop.
- Created new company logo, to help with the branding of the restaurant.
- Created monthly newsletter for guests.
- Increased Sales 74% in the first year.
- Built the website, with shopping cart and social networking.

Fredericksburg Herb Farm Corporation, Fredericksburg, Texas, President and Founder, 1985 to 2008

An herb farm dedicated to manufacturing over 600 personal care and gourmet food products with distribution channels in the U.S., Canada and Japan.

- Began operations in 1985 with a retail outlet in the city center and then expanded to a 5 acre farm and manufacturing facility.
- Increased sales from 65K in the first year of operation to \$1.5 million per year which included \$300K in annual international sales.
- Expanded herb farm to include a day spa, restaurant and a bed & breakfast.
- Exhibited at trade shows in New York, California, Texas and Georgia.
- Created monthly electronic newsletter that was distributed to over 5,000 individuals.
- Appeared in numerous national, and local magazines and professional publications
- Created Private Label products, personal care, aromatherapy and gourmet foods for large and small companies in the U.S. and Japan

Education

Panhandle State University, 1982; B.S. in Business Administration; Minor in Horticulture

Skills and Professional Development

Fluent in Microsoft tools

PUBLICATIONS:

* Co-authored *Along the Garden Path*; * Co-authored *Herbs; Growing and Using the Plants of Romance*

LECTURING EXPERIENCE:

* The University of Texas at Austin * The Texas Agricultural Extension Department * The James Beard Foundation Workshop Series * The Garden Sources locations in Osaka, Kyoto, and Nagoya, Japan, Major cities in USA, * Cruise Ship

PROFESSIONAL RECOGNITION:

Texas Tech – Cover story *Texas Techsan Magazine*

Rice University –Cover story *Sallyport Magazine*

The Governor of Texas, Letter of applaud and recognition of business success from Gov. Ann Richards

The James Beard Foundation – National recognition

Ernst & Young Entrepreneur of the Year

Food Network

AWARDS:

* Gallo Wine Awards; Outstanding Savory Condiments * National Association for Specialty Food Trade

* The Herb Society of America; Slow Food –Chefs Collaborative

CERTIFICATIONS:

Certified Nurseryman; The State of Texas

PROFESSIONAL DEVELOPMENT:

Gillespie County Leadership Class of 2011

Talent Plus 2011