

JULIAN ANDREI

FOODSERVICE PLANNING AND RESTAURANT DEVELOPMENT EXECUTIVE

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PROFESSIONAL PROFILE

Foodservice consulting, planning and design executive with 15+ years of experience planning foodservice equipment and kitchen workflows and delivering complex restaurant projects, backed by 20+ years of hospitality leadership. Combines professional Bluebeam and Autodesk Revit use with AutoCAD, SketchUp and Enscape, equipment procurement, construction coordination, permitting and operating leadership.

6
restaurant buildouts

3
concepts at Westfield
mall

\$3M+
annual Strada revenue

15+ years
foodservice planning and
design

FOODSERVICE PLANNING CAPABILITIES

Foodservice Equipment and Kitchen Workflow Planning | Complex Foodservice Design | Bluebeam | Autodesk Revit | AutoCAD | SketchUp | Enscape | Equipment Procurement | Architect and GC Coordination | Permitting | Punch Lists | Opening Readiness

PROFESSIONAL EXPERIENCE

Restaurant Development and Operations Consulting

Intelligence Pro / WildLattice

May 2025-Present

Los Angeles, CA

- Provide direct foodservice consulting, planning and design from concept through construction and opening, covering commercial kitchen layouts, equipment selection, menu requirements, service workflow and operating readiness.
- Develop and review kitchen and service-area plans, CAD drawings, 3D models and walkthroughs to test equipment placement, circulation, seating and FOH/BOH workflows.
- Translate restaurant concepts into buildable operating models that connect the physical space, menu, equipment, service sequence, staffing plan, technology stack, financial controls, and management routines.
- Develop digital products and applications as a complementary practice, covering product strategy, user workflows, requirements, testing, and implementation.

Founder and Managing Partner Strada Eateria & Coffee / Bar

2017-2025

Los Angeles, CA

- Led Strada Eateria & Coffee and Strada Eateria & Bar from concept through design, buildout, permitting, opening, and full operations, aligning the restaurant, bar, kitchen, guest experience, service model, and financial plan.
- Planned kitchen and bar layouts around preparation, cooking, warewashing, storage and service flow; tested equipment placement and circulation through CAD and 3D studies.
- Directed menu and beverage development, equipment purchasing, vendor onboarding, POS and operating-system implementation, SOP creation, management hiring, and staff training.
- Owned P&L, budgeting, forecasting, labor, purchasing, and margin management for a \$3M+ annual operation; built and developed a 50+ person cross-functional team.
- Built private dining and event operations for activations of up to 800+ guests, coordinating layouts, staffing, purchasing, vendors, service flows, and beverage execution.
- Earned recognition when Yelp selected Strada as California's top new restaurant for BuzzFeed's 2018 best-new-restaurant-in-every-state feature.

MULTI-CONCEPT RESTAURANT DEVELOPMENT AND OPENINGS

Six Restaurant Development Program | 2015-2017

- Led an overlapping six-concept development program during 2015-2017 across founder-led Strada and five additional restaurant concepts, coordinating each buildout and opening.
- Westfield projects comprised Side Chick (Hainanese chicken), Matcha Matcha (matcha-focused concept), and Monkey Bar (New American bistro); additional projects were Fat Dragon (Chinese fast-casual) and RBTA (Japanese robata grill).
- Coordinated the ownership group's architect and designer, the general contractor, and Westfield development, construction, operations, and approval teams; led punch-list meetings and closeout.
- Directed equipment selection and purchasing, utility and installation coordination, permitting, vendors, POS, management hiring, training, SOPs, and complete kitchen, bar and service-area setup.

EARLIER LEADERSHIP EXPERIENCE

General Manager **Mas Malo and Malo Restaurants** **2015-2017**

Downtown Los Angeles and Silver Lake, CA

- Managed high-volume, nightlife-driven operations generating more than \$5M annually across distinct restaurant environments, with responsibility for P&L, labor, purchasing, compliance, service standards, and FOH and BOH coordination.
- Strengthened manager routines, training, accountability, and operating consistency while preserving each concept's identity and guest experience.

Multi-Unit General Manager **McCormick and Schmick's Seafood Restaurants** **2006-2015**

Southern California

- Oversaw five high-volume locations with combined annual revenue exceeding \$20M and a workforce of more than 300 employees across management, FOH, BOH, bar, and private dining.
- Led regional P&L execution, labor, food quality, guest experience, compliance, operating audits, leadership development, corrective plans, and consistent implementation of corporate systems.
- Hired, trained, coached, and developed managers through structured reviews, succession planning, and partnership with corporate operations, finance, and training teams.

SELECTED FOODSERVICE AND SPATIAL DESIGN PROJECTS

- **Fat Dragon and RBTA:** Foodservice equipment plans, utility and installation coordination, and opening readiness for Fat Dragon's 326-square-foot kitchen and RBTA's imported robata cookline. Plans, installed equipment and completed spaces at wildlattice.com.
- **Westfield Santa Anita:** Side Chick, Matcha Matcha and Monkey Bar combined distinct menus, kitchen and bar equipment, service models, millwork and landlord requirements. Coordinated design review, contractors, inspections, punch lists and opening systems across all three.
- **Speak Loud:** Speakeasy and entertainment concept developed through spatial planning, bar and seating layouts, lighting and stage integration, guest-flow design, Enscape renderings, and a 3D walkthrough.
- **Draco:** Two-level distillery, restaurant, bar, bakery, and specialty-market concept covering positioning, floor planning, food and beverage strategy, buildout estimates, projections, and guest experience.

DESIGN SOFTWARE AND TECHNICAL EXPERIENCE

Bluebeam: 15+ years of professional use | Autodesk Revit: 15+ years of professional use
AutoCAD (DWG) | SketchUp | Enscape | 3D renderings and walkthroughs | Asana | Restaurant POS
| Inventory and procurement | Scheduling and payroll | Financial reporting | Workflow mapping and operating documentation

EDUCATION

Bachelor of Arts, Theater | Ecologic University, Bucharest, Romania