

## **NICOLE ALONI, CPCC**

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www.nicolealoni.com

Seattle, WA

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### **SUMMARY OF PROFESSIONAL ABILITIES**

#### **Business Coach/Consultant, Staff Development/Team Building**

- 9 years experience as Life and Business Coach whose work is science-based, intuitive and—most importantly—actionable. This coaching style blends coaching skills and strategies, modern neuroscience training, and the wisdom of contemplative traditions
- Works one to one with coaching clients or a blended coaching and consulting structure; leads Culinary Team Building programs, reinvention discovery retreats and workshops.

#### **Event Management and Catering**

- Unique combination of executive level experience in on-site and off-site catering.
- Launched and managed sole proprietor catering business
- Operated one of America's largest multi-unit catering facilities (5 banquet areas with total capacity of 3,340. Average of 250 events per year)
- 20 years experience supervising sales staff, menu design, pricing, staff training, logistics, food production for sophisticated catering companies with primary client base of corporations and Destination Management companies. Clients/Events include: Academy Awards (4 years), Julia Child, HRH Queen Elizabeth, HRH Princess Anne, Nancy Reagan, Placido Domingo, Mayor Bradley, Presidents Ford and Carter, Four Seasons Hotel, Beverly Hills, grand opening; 25 events at Mission San Juan Capistrano; Irvine Barclay Theatre, Gala Grand Opening; City of Rancho Santa Margarita, grand opening for over 6,000 guests; Ralph's PGA Tournament in Los Angeles

#### **Executive management including financial forecasting**

- 20 years of executive level experience operating multi-million dollar, fine catering companies ; responsible for financial forecasting: setting and exceeding multi-million dollar budget targets
  - Grew *Cottrell Catering* from start up to over three million dollar gross, 25+ full time employees
  - Created and implemented off site catering division at the Los Angeles Music Center-grossing two million dollars by second year of operation.
  - Accomplished team leader and innovator in the collaborative approach to problem solving.
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### **Author, Educator, Food Writer**

- Author, *Secrets From A Caterer's Kitchen* (2001), *Cooking For Company* (2003), *Backyard Bartender* (2007)
- Designed, marketed and taught cooking classes for gourmet retailers nationwide, approximately 200 venues.
- Freelance food and entertaining expert for Sam's Club *Source* magazine, web site and iPad app, [www.samsclub.com](http://www.samsclub.com), 9/3 -3/12. Completed over 1,400 original recipes, 400 feature stories, numerous social media posts and television appearances
- Wrote feature articles: *Bon Appetit*, *Better Homes and Gardens*, *Holiday Entertaining*, Amazon
- Led culinary tours in Bali, Italy and France

### **Product Development and Branding**

- 8 years as CEO and Product Designer for gourmet food manufacturing company
- Created, marketed and produced 10+ artisan food products carried by Trader Joe's, Neiman Marcus and other high- end retailers.
- Designed award-winning packaging
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### **Social Media marketing strategies and techniques, Computer Literacy**

- Designed and populated web site to market classes and books: [www.nicolealoni.net](http://www.nicolealoni.net), and sustainable food blog, [www.consciousfeast.com](http://www.consciousfeast.com) .
- Computer competencies include Microsoft Word and PowerPoint, Light Room, Wordpress
- 500+ LinkedIn Connections, over 1,500 Facebook friends
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### **Spokesperson & Public Speaker**

- Created book marketing campaigns which included appearances on over 18 radio shows, 30 television programs, dozens of newspaper and magazine interviews
- Spokesperson for Almond Board of California, Gevalia Kaffe, E. & J. Gallo Winery, Safeway, SAM'S Club and Salmon of the Americas.
- Presenter: IACP Conferences 2002 & 2003, WCR Conference 2003 and APCA Conferences 2001-2003

### **Photography Producer**

- Launched and operated Aloni Culinary Studio, a full-service culinary resource, from recipe design to photography, [www.aloniculinary.com](http://www.aloniculinary.com). 2011-present

## **PROFESSIONAL EXPERIENCE**

### **Life and Career Coach, Reinvention Consultant, Team Building**

2007 - Present

### **Author, Teacher, Freelance writer, Spokesperson**

1997 - Present

**CEO and Director of Operations, Nicole Cottrell Contemporary Catering**  
Los Angeles and Newport Beach, CA 1987-97

**Director of Catering and Banquets, Los Angeles Music Center**  
Los Angeles, Ca 1982-87

### **EDUCATION AND CERTIFICATION**

B A, Theatre Arts, University of California at Los Angeles

International Chef de Cuisine Certification, La Varenne, Ecole de Cuisine, Paris, France.  
(Training in all aspects of classic cuisine preparation and presentation.)

Certified Professional Co-Active Coach, Coaches Training Institute, San Rafael, CA  
(also certified by the International Coaching Federation)

#### Affiliations

International Association of Culinary Professionals; Les Dames d'Escoffier; Chef's Collaborative; Women Chefs and Restaurateurs; International Coaches Federation, Slow Food, The Culinary Trust

### **PARTIAL CLIENT LIST**

#### Catering Clients:

Ford Motor Co. Award	Tournament of Roses
Rogers & Cowan	American Airlines
Centinela Hosp. LPGA Tourn. (2 yrs.)	Audi Tennis Tournament
Coca-Cola Classic	Moonlighting
Four Seasons Beverly Hills	Vons/Pavilions Corporate
Ralph's Markets - Sr. PGA Tourn. (4 yrs.)	Joffrey Ballet
Security Pacific Bank	South Coast Repertory Theatre
American Express	Kirov Ballet
South Coast Repertory Theatre	Women in Business
Gannett Newspapers-USA Today	General Motors of France
The Irvine Co/ Rancho Santa Margarita	J. Paul Getty Museum
Capitol Records	

	Destination Management Companies:
Silver Birches/Walter Hubert	Extraordinary Events
Party Planners West	Roscoe Cottrell Inc. (now PRA)
Meeting Managers	Cal-Leisure (L.A. & O.C.)