

SPEAKER BIO

Ben Kitay

**CHIEF NEGOTIATING OFFICER,
FOODSERVICE PRACTICE LEADER**
ENLIVEN, LLC



Ben Kitay is an expert in negotiating and managing best-in-class exclusive pouring rights agreements between Coca-Cola or PepsiCo and restaurant companies, airports and hospital systems. Through these beverage marketing and distribution partnerships, Kitay and the team at Enliven generate significant savings and new, nontraditional revenue streams. Enliven's larger clients in all three practice areas commonly realize multiple millions of dollars in net, bottom-line financial gains.

Kitay has negotiated beverage agreements in fifty countries worldwide since he began his work with Coca-Cola in 1984. He is currently helping to pioneer these agreements in the airport sector. In 2016, Kitay merged his Beverage Contract Negotiation Institute with Enliven, LLC, forming the world's leading consulting firm in negotiating pouring rights agreements.

ENLIVEN'S CLIENTS INCLUDE

RESTAURANTS

Burger King • Popeye's • Chipotle • Potbelly Sandwich Shops • Tim Horton's

AIRPORTS

John F. Kennedy International Airport in New York, Terminal 4 • Philadelphia International Airport • Abu Dhabi Airport in the U.A.E • Pulkovo Airport in St. Petersburg, Russia

HOSPITAL SYSTEMS

Community Health Systems (CHS) • Universal Health Systems (UHS) • Quorum Health • LifeBridge Health • Several large divisions of the Hospital Corporation of America (HCA)

Prior to joining Enliven, Kitay served as Global Vice President of Beverages and Salty Snacks for **Subway's IPC**, responsible for beverage and salty snack commercialization and contract negotiation for the Subway-franchisees-owned Independent Purchasing Cooperatives ("IPC") around the world. Kitay built and managed a team that negotiated beverage contracts between Subway, Coke, Pepsi, and other suppliers in thirty-five countries and saved over \$130 million annually. The countries included Canada, Puerto Rico, Costa Rica, France, UAE, Australia, and New Zealand.

Prior to negotiating for Subway, Kitay held several C-level positions within the foodservice industry's top brands. He was Senior Vice President of Operations for **Cinnabon**, President of **Sarku Japan Restaurants**, a 220 unit, mall-based QSR, and President and Chief Operating Officer of **Sega Entertainment USA**, a joint venture between Sega and Steven Spielberg.

Kitay spent over fifteen years with The **Coca-Cola Company** in a number of roles serving the foodservice industry, including as Vice President of the Fountain Division in Japan for four years.

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Focused on the fountain business, his roles spanned sales, sales management, finance, and general management. While in Japan, he negotiated both the Tokyo Disneyland and Universal Studios Osaka sponsorships and exclusive supply agreements.

Ben Kitay is co-founder of **Crazy Crepes**, a chain of dessert kiosks which he built into 130 franchised stores in Australia, Japan, USA, Korea, Taiwan, and the Philippines. He is also the author of “**You Majored in What? The Liberal Arts Graduates’ Guide to Entering Business**,” available in paperback and Kindle editions on Amazon.com.

THE THREE STANDARD PRESENTATIONS THAT KITAY IS PREPARED TO DELIVER TO AUDIENCES ARE

1. BEVERAGE NEGOTIATIONS 101

How to Achieve a Best-in-Class Pouring Rights Contract and Avoid Common (but Costly) Mistakes

2. CURRENT BEVERAGE TRENDS

The Most Important Current Beverage Industry Trend that Must be Addressed when Negotiating a Pouring Rights Agreement Today

3. THE FUTURE OF BEVERAGE DEALS

How the New Reality Should Start to Shape Your Relationships with Major Beverage Companies Today

Kitay can tailor his remarks to the specific needs and concerns of supply chain, operations, finance, and marketing executives working in Enliven’s three target sectors. And, given enough time to prepare, he will gladly tackle other topics within his areas of expertise that meeting organizers propose.

Kitay is most interested in the following types of speaking engagements: **subject matter expertise presentations, luncheon or breakfast addresses, webinars, and workshops**. Kitay’s standard speaking fee is \$1,000, plus expenses. He will wave his fee the first time he addresses a qualified organization.

A SAMPLING OF SOME OF KITAY’S PREVIOUS SPEAKING ENGAGEMENTS INCLUDE

○ **2018**

Beverage Digest Market Smarts Conference, June 2018, New York City, NY

○ **2018**

University of North Texas, Business Leadership Series, Dr. Lou Pelton

○ **2013 & 2014**

Subway franchisee conventions (San Diego & Nashville)

○ **2011**

Georgia State University Center for Leadership Excellence, Leadership Focus Series, Atlanta, GA

○ **2003**

Address to Graduate International Marketing Class, Adj. Professor Howard Singer, University of Central Florida

○ **1999**

Coca-Cola Bottlers Convention 1999, Yokohama, Japan (delivered speech in Japanese)

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