

## Gary R. Coburn

Restaurant Concept Innovations  
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***Award-winning restaurant executive. Helped create, open, run, and advise hundreds of restaurants over more than forty years in the industry. Additional expertise in restaurant franchising and commercial kitchen design/build. Concepts worked for, consulted for, owned, or created include:***

<i>Cask 'n Cleaver</i>	<i>Pangea</i>	<i>The Ball Room</i>	<i>Honolulu Harry's</i>
<i>Lord Charlie's</i>	<i>The Ballroom</i>	<i>Slick Willie's</i>	<i>Lahaina Mai Tai Lounge</i>
<i>El Gato Gordo</i>	<i>Juarez Grill</i>	<i>Rodeo</i>	<i>Canyon Grill</i>
<i>Pizza Pronto</i>	<i>Dickerson's Club 29</i>	<i>Jake's</i>	<i>Campagnia</i>
<i>Safari Bar</i>	<i>Yucatan Liquor Stand</i>	<i>Bobs on the Bay</i>	<i>Huey's Grill &amp; Brewery</i>
<i>Restaurant</i>	<i>Zepps Atomic Tex Mex</i>	<i>Crabby Bob's Seafood</i>	<i>Gladstone's Long Beach</i>
<i>Shark Club</i>	<i>Cabo Grill</i>	<i>PizzaRev</i>	<i>Pro's Ranch Markets</i>
<i>Bull Dog Grill</i>	<i>Angel Stadium</i>	<i>Joe's Crab Shack</i>	
<i>Stronghouse</i>	<i>In Cahoots</i>	<i>Lily's Donuts &amp; Pops</i>	

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## Professional Experience

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### **2020 - Present**

**Restaurant Concept Innovations, est.2004 San Juan Capistrano, CA**

#### **President & Principal**

- Partner in creating Lily's Donuts & Pops which will open in Santa Barbara in 2025.
- Full-service restaurant consulting business developing new concepts and rejuvenating existing ones.
  - Operations manuals, policies, and procedures.
  - Equipment design and facility layouts.
  - Menu engineering and product development.
  - Permitting assistance with Health, City, Liquor Control, and Life Safety departments.
  - Conceptual Development from the vision to execution to day-to-day operations.
- Expert Witness Practice
  - As of October 2025, nearly 60 cases in 13 states with engagements roughly balanced between plaintiff and defense.
    - Slip, Trip & Fall
    - Burns and food Incidents
    - General Business and Operations
    - Safety and Risk Management
    - Alcohol Awareness and Responsible Beverage Service

## **2019- 2021**

**Avanti Restaurant Solutions, Costa Mesa, CA**

### **Chief Operating Officer**

- Kitchen design/build firm consulting on 100s of concepts/year.
- Initially hired as a consultant then became COO and restructured the organization.
- Created a 5-year strategic plan to increase market presence, factory relationships, and revenue diversification.
- Clients Include:
  - Del Taco.
  - Qdoba.
  - Blaze Pizza.
  - Dave's Hot Chicken.
  - Snowflake Campus.
  - Modoc Medical Center.

## **2018 - 2020**

**Restaurant Concept Innovations, est. 2004 San Juan Capistrano, CA**

### **President & Principal Consulting Company**

- Provided services for restaurants and Kitchen Equipment Contractors from startups to established including:
  - Developing a Revenue diversification plan.
  - Helped Client prepare business to wind down.
  - Created full turn-key opening plans for new concepts.

## **2013 - 2018**

**TriMark USA (Formally known as RW Smith), Irvine, CA**

### **VP National Accounts & Design Build**

- Kitchen equipment contractor – design/build firm
- One of the largest kitchen equipment contractors in the U.S.
- Responsible for running two business units - \$120M revenue.
- Clients include:
  - Cheesecake Factory Worldwide.
  - BJ's Restaurant.
  - PF Changs.
  - Habit Burger.
  - Jack in the Box.
  - SoFi Stadium Los Angeles.
  - Warriors Stadium San Francisco.

**RW Smith, Costa Mesa, CA**

### **General Manager, Commercial Kitchen Design/Build Division**

- Managed the kitchen design/build division in a turnaround to a profitable award-winning division.
- Clients include:
  - High Desert Regional Health Center – DBIA National Award of Merit.
  - Los Colinas Detention Facility – DBIA Design Excellence Award and Distinction Award.
  - Los Angeles College Monarch Center – DBIA National Award of Merit.
  - Edson Range and Chappo Dining Facility Camp Pendleton – Multiple Awards.

## **2011 – 2013**

### **Pro's Ranch Markets**

#### **Executive Director of Food Services, *National Locations***

##### **Consultant**

- Directed a \$56 million Food Services Division for one of the nation's leading Hispanic grocery chains, overseeing Taquerías, full-service bakeries, commissaries, and tortilla factories in every store. Led nearly 2,000 employees and 170 managers across operations, product development, training, fiscal performance, budgeting, marketing, and concept development. Created a centralized Tamale operation and distribution.
- Established a bakery commissary to take the pressure off the in-store bakeries.
- Migrated from heavy labor-intensive food production to partnering with high quality manufactures.

## **2004 – 2011**

### **Restaurant Concept Innovations, *Ladera Ranch, CA***

#### **President & Principal Consulting Company**

- Provided services for restaurants from startups to established including:
  - Full menu concept development, R&D, product selection, plate styling and presentation, creating opening and operations manuals, training and implementation, pre-opening oversight, Front of House & Back of House training, and full restaurant accounting and ongoing operations.
  - Oversaw construction of ground-up 10,000 sq. foot waterfront location through successful opening of Gladstone's Long Beach including all FOH and BOH training systems, menus and fiscal performance.
  - Earned various awards such as "Best Fine Dining" by the California Restaurants Association and the "La Fourchette D'or" Award and a "Sterling Silver" Award from the Southern California Restaurant Writers.

## **2009-2012**

### **Restaurant Concept Innovations Group Purchasing Organization (RCIGPO), *Ladera Ranch, CA***

#### **Owner**

- Created a strategic partnership with the Orange County Restaurant Association, Restaurant Concept Innovations (RCI), a group purchasing organization, that enabled members to leverage buying power and lower costs.

## **2007-2011**

### **Lahaina Restaurant Group, DBA *Lahaina Mai Tai Lounge, Maui, HI***

#### **Founder and Member**

- Created all aspects of the concept specifically for LRG's one-of-a-kind, waterfront location on Front Street, in Lahaina, Maui.
- Won "The Best Mai Tai in Maui" and was recognized as runner-up for "Best New Restaurant in Maui" by the Maui Times.

## **2002-2004**

### **HBRG, *Corona, CA***

#### **President/Founder**

- Part of an investment banking group that had invested in Pacific Ocean Restaurants to create and expand restaurant concepts. It also acquired Pacific Ocean Restaurants and CBSI to convert from an existing restaurant base.

### **2001-2002**

**CBSI, Oceanside, CA**

#### **President**

- A wholly owned subsidiary that was spun off from Pacific Ocean Restaurants in the purchase of two Locations.
- Client concept development and restaurant operations of numerous concepts.

### **1998 - 2001**

**Pacific Ocean Restaurants (POR), Capistrano Beach, CA**

#### **President & COO**

- A multi-concept restaurant management and holding company engaged in the operation, development, and franchising of multiple restaurant concepts in the high-growth, quick-service, quick-casual or casual segments of the restaurant industry.

### **1986 - 1998**

**SUSA, Houston, TX**

#### **President & COO**

- A restaurant management company with more than \$60 million in annual revenues with various types of ownership ranging from fee-based management contracts to conceptual development and full ownership.
- Helped create and operate more than 20 different types of concepts in specialty restaurants and entertainment facilities from Sacramento to San Diego, Chicago to Tampa, and in between including *Joe's Crab Shack (sold to Landry's in 1992)*, *In Cahoots*, *Huey's American Grill*, *Crabby Bob's Safari Bar & Restaurant*.

### **1981-1986**

**Cask n' Cleaver, Rancho Cucamonga, CA**

#### **Regional Manager**

- C&C Organization operated 32 restaurants throughout the state of California.

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## **Organizations**

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- Mr. Coburn has participated in Vistage (Formerly TEC International) since 2000 and has been a guest speaker at numerous hospitality industry conventions including NRA and Nightclub and Bar in Las Vegas.
- Former Board of Directors - Meals on Wheels Orange County
  - Former Governance Committee Chair - Meals on Wheels Orange County
  - Current Governance Committee Member – Meals on Wheels Orange County
  - Active in special projects and strategic initiatives supporting program growth and community outreach
  - Former SeniorServ Strategic Planning Committee and Food Service Advisory Council
- Cash Flow Management, Chapman College
- California TIPS and RBS certified.
- SEAK Expert Witness Training.