

Doug Hamaker

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Restaurant & Food Industry Leader

STRATEGY & EXECUTION | PRODUCT INNOVATION | BRAND POSITIONING & DEVELOPMENT | RETAIL STRATEGIES

- **Three-time entrepreneur who has built and scaled innovative food & beverage businesses from scratch**, consistently delivering profitable growth from year 1 and sustained market impact.
- **Creative idea generator and developer, bringing differentiated brands from concept to commercial fruition.** Proven trend and consumer insights, plus hands-on experience across the business, including financial management, partnerships, staffing, pricing, and production.
- **Committed people leader and collaborator**, empowering management and staff creativity, developing capabilities and careers, and engaging teams, investors, lenders, and partners in the business mission.
- **High-energy entrepreneurial spirit**, with an innate sense of urgency and drive for results.

ADDITIONAL EXPERTISE: MARKETING | MENU & PRODUCT DESIGN | LOCATION STRATEGY & LAYOUT | OPERATIONS | FORECASTING | P&L MANAGEMENT | VENDOR MANAGEMENT | RELATIONSHIP BUILDING & COLLABORATION | TEAM BUILDING & LEADERSHIP

Experience

Co-Founder | Forage Kombucha | Madison, WI | 2016 – 2021

Co-led growth and scale-up of new product, from concept to widespread retail distribution to profitable business sale.

- Grew accounts from 1 (own restaurant) to 500 in 1.5 years; achieved 10X+ growth from Year 1 to Year 2, with 55% gross margins.
- Transitioned production from restaurant basement to larger offsite facility to drive manufacturing scale.
- Established initial demand and local traction, then landed large distributor to reach retail locations in 16 states, including 20 Whole Foods Markets.
- Steered shift from glass to aluminum cans, a lower-cost solution enabling an attractive price point for consumers.
- Obtained key [press attention](#) on business growth, attracting consumers and investors.
- Sold business, along with Forage Kitchen, for 32X return; strong business performance continues today.

Co-Founder | Forage Kitchen | Madison, WI | 2015 – 2021

Co-developed new market concept—quick-service, healthy food—and expanded to profitable multi-location enterprise.

- Doubled sales in initial location in 4 years, with 22% EBITDA in year 4.
- Continually adapted menu offerings to attract and retain different demographic groups, incorporating new trends and seasonal options as tastes changed; realized >\$1M in revenue with a single product in 1.5 years.
- Expanded business to 4 locations, targeting underserved areas and locations that balanced traffic and rent costs, achieving consistent growth except early in the Covid-19 pandemic; built team of 50 with 10 full-time staff.
- Landed all catering for UW Men's Hockey and visiting athletic programs, fueling both revenue and reputation.
- Centralized accounting for all businesses, saving \$30,000 annually.

Co-Founder | Roast Public House | Madison, WI | 2012 – 2019

Co-launched and marketed new restaurant concept—the first in the college area to offer creative sandwiches with locally sourced ingredients and craft beer. Grew staff to 25, with 5 full-time employees.

- Realized quick market impact and developed business that was cash-flow positive from the first month.
- Managed restaurant relocation after 1 year due to building sale; revamped layout and flow and grew business by 28% in year 2; continued steady revenue and profitability growth for 5 consecutive years despite rent increases.
- Built loyal management team that sustained profitable operations while co-founders developed new enterprise.

Education & Selected Professional Development

University of Wisconsin-Madison | Bachelor of Science, Economics

FaBCAP Accelerator Program (2019 – 2020) | gBETA Accelerator Program (2016 – 2017)