



Mark Maynard

Professional Advisory Board

Mark Maynard is a sought-after hospitality consultant, leadership coach, and keynote speaker. His focus is on empowering leaders to bridge the gap between their goals and their ability to achieve them.

His firm, Maynard Consulting, builds on decades of his experience at Danny Meyer's Union Square Hospitality Group, where Mark conceptualized, built, and operated businesses in different service industry sectors. During his tenure at USHG, he was a versatile leader known for using a holistic approach to develop teams, create brands, and ensure business profitability. As a consultant, he helps entrepreneurs optimize three areas of performance – the customer journey, the employee experience, and financial performance.

Mark graduated from Cornell University, where he is honored to serve as an Entrepreneur in Residence at the Pillsbury Institute for Hospitality Entrepreneurship. He is a regular guest lecturer at Columbia Business School and NYU. In 2019, he co-authored *The Next Frontier of Restaurant Management* with Cornell's Alex Susskind to explore how data can be leveraged to improve guest service and enhance the employee experience.