

Wray Executive Search Managing Partners:

Executive Search Team



Dick Wray
Chairman of the Board – Soquel, CA

Direct: (831) 464-5578
Voice: (888) 875-9993 x101
dick.wray@wraysearch.com

Dick Wray is the founder, CEO and chairman of Wray Executive Search. His mission for over forty years has been to provide the restaurant, foodservice and hospitality industry with outstanding search consultancy services. He has a powerful, well-connected team of dedicated recruiters with an unparalleled network of specialized talent in national and international arenas of the industry. Having done everything from multi-unit operations management placement to board searches for the nation's most well-known brands, Wray is perhaps the most experienced executive search professional in the industry today.

Prior to entering executive recruitment, he held numerous senior-level management positions in the hospitality business, specifically in hotels and gaming segments. His innate ability to build impressive executive teams served him well and subsequently led to what is now the nation's foremost restaurant and foodservice specialty search firm. Mr. Wray holds a Bachelor of Arts in business administration from Sacramento State College. He is a member of the National Restaurant Association and an active fundraiser for charities throughout California.



Bob Gershberg
President – Tampa, FL

Direct: (727) 597-4795
Voice: (888) 875-9993 x102
bob.gershberg@wraysearch.com

As a managing partner of Wray Executive Search, Bob Gershberg drives the firm with a focus on the highest level of professional standards and service to deliver outstanding results for our clients. Specializing in C-level and top function officer searches, he has been instrumental in building teams and creating successful human capital strategies for billion-dollar brands as well as emerging growth companies. As a lifelong restaurant-industry veteran, Gershberg is masterful at understanding the various professional disciplines, from operations to development, marketing to culinary, and finance to procurement.

Prior to his tenure at Wray Executive Search, Mr. Gershberg founded various successful quick-service

and fast-casual chains. He has served as CEO of a dominant multi-state bakery café concept, division president of a national quick-service restaurant, president of a regional quick-casual concept and president of a multiunit, multi-concept development group. Gershberg holds a Bachelors of Arts in business administration from the State University of New York and is a frequent guest lecturer at management schools throughout the country. Mr. Gershberg is an active member of the following associations: National Restaurant Association, Florida Restaurant and Lodging Association, Multicultural Foodservice & Hospitality Alliance, Women's Foodservice Forum and Center for Entrepreneurship.



Jim Osborn
CFO – Jacksonville, FL

Direct: (904) 221-2242
Voice: (888) 875-9993 x103
jim.osborn@wraysearch.com

Jim Osborn, a managing partner of Wray Executive Search, has been with the firm since 1996, after spending more than thirty years in various key executive positions within the food-service business. His background in operations and financial control provides an in-depth, firsthand knowledge of executive requirements. Currently, he serves on the advisory board of a growing casual-dining chain.

Prior to joining Wray Executive Search, Osborn gained a thorough understanding of managing the restaurant business as COB, CEO, and COO of several restaurant organizations in casual dining, family dining and quick service restaurant segments. Previous experience also includes VP, operations; VP, systems and budgets; assistant controller; and purchasing director for several major chains. Mr. Osborn is an active member in the Florida Restaurant and Lodging Association, Louisiana Restaurant Association, (President) Kensington Home Owners Association, and the American Management Association. Osborn has a BS in Industrial Management from the University of West Virginia.

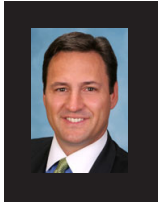


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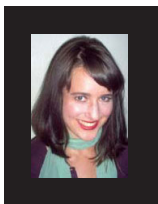
Executive Search Team



David Ulrich
Executive Vice-President – Tampa, FL
Direct: (727) 597-4795
Voice: (888) 875-9993 x104
david.ulrich@wraysearch.com

David Ulrich focuses on serving the senior-level needs of large quick-service restaurant and casual dining and emerging growth brands. Based in Tampa, Florida, he has conducted national and international searches at the levels of VP and director, as well C-level positions across numerous disciplines including operations, franchise development and sales, construction, and marketing. In addition, he has assisted clients with building complete teams needed to expand their businesses into new markets.

Prior to joining Wray Executive Search, Ulrich worked for leading finance, technology and business-related service organizations such as Merrill Lynch, Pitney Bowes and Gartner. Ulrich holds a Bachelor of Arts degree in Economics from the University of Massachusetts, Amherst. He is a member of the National Restaurant Association, Florida Restaurant and Lodging Association, and Society of Human Resource Mgmt.



Rebecca Patt
Vice-President – San Francisco, CA
Direct: (612) 354-7400
Voice: (888) 875-9993 x106
rebecca.patt@wraysearch.com

Rebecca Patt brings experience as a seasoned recruiter to Wray Executive Search. Prior to joining the firm in 2003, she was a top-performing recruiter with MRI, a national recruiting practice. Her focus was on providing top sales performers in the high-tech data security industry. Ms. Patt currently recruits top talent for a variety of publicly and privately held chain restaurants, foodservice and hospitality companies worldwide.

Ms. Patt started her career as a staff writer for a California daily, where she was recognized with several awards. In addition, she has written numerous investigative reports, feature articles and news stories for various periodicals. Ms. Patt holds a Bachelor of Arts degree in liberal arts from Warren Wilson College in North Carolina. Ms. Patt is an active member in the Women's Foodservice Forum, National Association of Personnel Services, and the California Staffing Professionals.



Joe Radice
Vice-President – New York, NY
Direct: (212) 696-1661
Voice: (888) 875-9993 x107
joe.radice@wraysearch.com

Joe Radice recently joined the Wray organization after fourteen years of recruiting for Hospitality International. His primary focus has been in the noncommercial food service business as well as hotels and restaurants in the New York City region. Mr. Radice's industry experience includes eleven years of senior management in corporate foodservice. Additionally, he has owned and operated fine dining restaurants and a catering and foodservice management company. Radice assumed responsibility for the Manhattan office of Hospitality International in 1992 and became President of this search organization in 1997.

His broad range of industry experience, his years of recruiting on both a national and a local level, and his industry contacts make him a valuable asset to our firm's ability to perform in-depth, effective searches in multiple segments of the industry. Radice is a graduate of Cornell University's School of Hotel Administration and holds a Master of Business Administration degree from the State University of New York at Buffalo. He also served as a first lieutenant in the United States Army.

Offices:

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