

In Summary:

Experienced in food facility design and construction management, food safety facility codes, sustainability, finance. Expert in Food safety and regulatory compliance. Certified in USDA, FDA, State and local regulations. Leads by example and consensus. Innovative thinker, strong “get it done” skills. Consults start up food entrepreneurs. Prudent financial compass. Strong analytical skills. Extensive training in team-building. Excellent negotiator. Loves holding herself accountable to a team.

Logan Square Kitchen, Owner, April 2006-present

- Construction Project Manager for Food Facilities – project examples:
 - Food Coop: Dill Pickle Store expansion, 10,000 sq. ft. grocery
 - Food Hub: [Chicago Local Foods](#), 17,000 sq. ft. warehouse, USDA meat processor, café, market
 - Shared Kitchen: [Logan Square Kitchen](#), LEED Gold Commercial Interior.
 - Commissary Kitchens: [Kitchfix](#), [Tovala](#), [Every Body Eat \(allergen-free\)](#)
 - Non-Profits: Envision Unlimited Shared Kitchen, Rogers Park Business Alliance feasibility study
- Food Safety & Regulatory Compliance
 - Proficient in Health Codes at local, state and federal level
 - Experienced in Health Dept building plan reviews and inspections
 - Certified Preventive Controls Qualified Individual (PCQI/FSMA), HACCP plan writer and lead instructor
 - SQF Program Consultant for [WFF, Inc.](#)
 - ServSafe Food Safety Manager Instructor
- Performance Strengths
 - Able to handle multiple projects and issues well, very organized
 - Maintain timelines & budgets, communicate status weekly with owners
 - Negotiate contracts, procure materials & equipment, review and approve payments
 - Work with varied teams (Board Members/investors, architects/contractors, facility workers) to insure facility performs for everyone

Sales & Marketing, until April 2006

- **STREAMLINE**, a consulting practice that streamlined operations for small businesses
 - Built successful practice from scratch, closed practice after 6 years to start Logan Square Kitchen
- **Media Sales, New Business Development**
 - Negotiated media packages on behalf of large clients (CBS, ABC) with large advertisers (Miller Brewing, Nintendo, Warner Lambert)
 - Grew personal sales ten times in a 5-year period, generating \$10MM in new revenue
 - **Katz Radio Group, Account Executive**
 - Sold/negotiated commercial ad time for 300+ radio stations
 - National accounts included M&M Mars, Walgreens, Montgomery Ward
 - **Leo Burnett Co., Media Planner/Buyer, Supervisor**
 - Oversaw media budgets from \$40MM-\$250MM
 - Accounts included McDonald’s, United Airlines, DoveBar

Education:

- BA Communication Arts/Advertising, Michigan State University, 1984
- Financed college education working in restaurants, 1975-1984
- Marketing Specialist/Business Development training, Harvard University, 1994

Food Safety Certifications:

- HACCP Advanced Verification and Validation, NSF Virtual, May 2023
- HACCP in Meat & Poultry Plants, University of Wisconsin/Madison, Aug 2022
- SQF Systems Version 8.0, Sept 2019
- FDA Special Process Variances, April 2019
- HACCP for Fermentation, Feb 2019
- HACCP for Reduced-Oxygen Packaging, Dec 2018
- Final Produce Safety Rule, Produce Safety Alliance Train-the-Trainer, November 2017
- FDA Juice HACCP, Cornell University, September 2017
- FSMA Preventive Controls Qualified Individual – FSPCA, Chicago, IL, February 2017
- Food Service Sanitation Manager Instructor & Exam Proctor (ServSafe)
- FDA Process Control School – University of Nebraska Lincoln, September 2016
- HACCP Training for Processors – NSF, Cleveland, OH, May 2016
- HACCP Lead Instructor – International HACCP Alliance, GMA HQ's, Washington DC, October 2015
- HACCP for Seafood – AFDO.org – Chicago, IL, July 2014

Organizations & Memberships:

- Certified Women Business Enterprise (WBENC)
- League of Women Voters of Berrien-Cass Counties
- Member WKAR Public Radio
- Niche Meat Processors Network
- Dill Pickle Food Coop, Chicago Market Food Coop, Sugar Beet Food Coop

About Zina:

Billy Lawless, President, Gage Hospitality Group: “Zina is a consummate professional who always puts the interests of her clients first. She’s managed simple projects as well as complex ones and is well versed in all food health and safety matters. Zina has extensive experience in construction management specifically related to food facilities. I love working with Zina as does my team.”

Palita Siratana, Chef-Owner, Pink Salt: “Working with Zina was a game-changer. She seamlessly implemented protocols tailored specifically to my business, which I continue to rely on today. She established a solid foundation for scaling, offering customized expertise that perfectly addressed my unique needs. Her extensive industry experience and network allowed her to quickly resolve product-specific questions, saving me from potential delays and headaches in receiving certification during a crucial time. As a solo entrepreneur with too much on my plate, investing in her services was the best decision I made for my business.”

Pete Ternes, Owner, Middle Brow Bungalow: Zina is a verifiable encyclopedia of national, state and municipal health codes in this country—and where she doesn't already know the answer, she knows how to get it fast. She's also a pro at connecting your problems to the endless list of solutions she keeps in her back pocket, in both business and regulatory realms. But best of all, Zina trusts her clients—their intentions, goals and ethics—and will fight wisely and indefatigably to get them what they need.”