

JOHN C. HARTLEY, M.B.A.  
School of Hotel, Restaurant and Tourism Management  
New Mexico State University  
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**BACKGROUND and QUALIFICATIONS**

Professional Experience:

- Over thirty years of progressive Food and Beverage/Lodging experience including over fifteen years at professional/management levels.
- Experience includes fine dining, casual, quick service, hotel, resort, bed & breakfast, contract services, concessions and multi-unit management.
- Designed two culinary training facilities and oversaw their construction.
- Experience as corporate trainer & team builder when working as experiential therapist.
- Active in community service, serving as chairman and member of various directive and advisory boards.

Educational Background:

- Master's of Business Administration, August 2000-- New Mexico State University, Las Cruces, NM
- Bachelor of Science in Hospitality & Tourism Services, May 1994-- New Mexico State University, Las Cruces, NM.
- California Culinary Academy, San Francisco, CA--Graduate, April 1988

**WORK EXPERIENCE**

August 2018—

Present New Mexico Department of Agriculture, Las Cruces, NM

Chef Ambassador

- Use culinary skills to promote NM agricultural products by creating recipes, doing public demonstrations, videos, etc. at various events both in state and nationally.

July 2006—

Present New Mexico State University, Las Cruces, NM

College Assistant Professor

- Teach Quantity Foods, Marketing, and Intro to Business courses in bachelor's degree program.
- Served as student advisor for over 125 students
- Serve on NMSU's General Education Course Certification Committee
- Serve on NMSU's Committee for the Assessment of Student Learning in General Education

January 2008—

April 2011 Hartley-Zeck Culinary Consultants, LLC, Las Cruces, NM

Co-Owner, Consultant

- Provide consulting services to food industry.

March 2005--

June 2006 Pioneer College Caterers, Fresno Pacific University, Fresno, CA

Food Service Director

- Fully responsible for all catering, board plan, coffee shop, convenience store and concessions operations

May 2004

March 2005 Red Lobster, Fresno, CA

Culinary Manager, Manager on Duty

- Responsible for food quality, sanitation & safety levels, training of culinary staff as well as general restaurant management.

June 1996--  
May 2004      New Mexico State University-, Las Cruces, NM

August, 2000-May, 2004: Department of Hotel, Restaurant & Tourism Management  
College Assistant Professor

- Taught Quantity Foods, Accounting, Marketing, and Human Resource Management courses in bachelor's degree program
- Designed and helped bring to fulfillment a 108-seat culinary training facility/restaurant venue
- Served as faculty advisor for Hotel, Restaurant and Tourism Management Student Association

August, 1997-August, 2000: NMSU/Dona Ana Branch Campus  
Assistant Professor/Program Coordinator, Hospitality Services

- Administered the Hospitality Services associate degree program and taught all courses within the major including management, accounting, food service and human resource courses
- Secured \$1.4 million for building a culinary training facility in cooperation with Mesilla Valley Youth Foundation
- Designed and implemented new program curriculum that included certification through National Restaurant Association and American Hotel & Lodging Association
- Designed and secured articulation agreement between associate and bachelor degree programs in hospitality management

June, 1996-August, 1997: Department of Hotel, Restaurant & Tourism Management  
Assistant Professor, Part-Time

- Taught Quantity Foods Courses while working for ARAMARK as part of contract with NMSU.

June 1996--  
August 1997      ARAMARK Managed Services, Las Cruces, NM  
Production Manager/Cash Operations Manager

- Coordinated all operations activity for ten separate sales outlets including student board plan, catering, banquet, concessions, and cash operations.

Work Experience in the 1980's and 1990's included:

- Executive Chef of Ciao Bella Inc., Ruidoso, NM
- Executive Chef/Food & Beverage Director of the Pagosa Lodge & Resort, Pagosa Springs, CO
- Working Chef/Experiential Therapist, Mesilla Valley Hospital, Las Cruces, NM
- Owner/Executive Chef of Catering by the Bay, San Francisco, CA
- Working Chef, Regina's Restaurant in the Regis Hotel, San Francisco, CA

## **ASSOCIATIONS**

International Fraternity of Delta Sigma Pi  
Council on Hotel, Restaurant, and Institutional Education  
American Culinary Federation

## **COMMUNITY SERVICE**

Advisory board member for the School of Hotel, Restaurant and Tourism Management at New Mexico State University. May, 2004-July 2006.

Past Co-Chairman of the Board of Directors, Mesilla Valley Youth Foundation, Las Cruces NM Support and advise for development of culinary program to serve middle school, high school, and community college level students through Dona Ana County School-to-Work Program and Dona Ana Work Action Council, Aug, 1997-Aug, 1999.

**HONORS**

Sam Steele Honorary Award for High Academic Achievement in the College of Agriculture and Home Economics, New Mexico State University, 1994.

National Dean's List, 1993.

New Mexico State University Dean's List, 1993, 1992, 1991.

Golden Key National Honor Society