



4xi

Global Consulting & Solutions
Inspiring a brighter future, together



Executive Biography



Larry Morris Senior Foodservice Consultant

Larry spent most of his 40-year hospitality career working in business dining. Over this time, he held a wide range of positions in operations, finance, business development and client retention. These varied roles give Larry a unique perspective when understanding problems and creating solutions.

Larry's work in business dining provides Larry with experience in a wide variety of venues that include world headquarters, industrial and manufacturing facilities as well as call centers and other regional offices. Additionally, Larry has assisted with projects in Canada and helped manage business in Mexico. This experience with an endless type of venues and a tenure that includes numerous ever evolving industry trends along with financial shocks and business cycle impacts gives him a valuable perspective when it comes to understanding challenges confronting a business and providing effective solutions.

Larry is knowledgeable in all aspects of on-site services including catering, branded concepts, coffee bars, micro-markets, and vending. His focus is on business analysis and optimization, culinary and program innovation and evaluating customer facing technologies. This experience allows Larry to review and recommend a service profile that will address menu offerings, staffing levels and over all service levels for your dining amenities. The result will be a cost optimized program for you and your associates.

Larry was born and raised in the metro New York area before attending college in Dallas. Other than a few years back in New York he has lived in Texas, residing in Austin for the past 10 years. Larry received a Bachelor of Science in Economics from Southern Methodist University and Master of Business Administration from Mays Business School at TexasA&M University.

Client Engagements:

Larry uses his extensive industry knowledge to deliver solutions in Dining, Catering and Breakrooms. Along with the other 4xi Consultants and our affiliated network of resources Larry provides solutions that will result in positive and tangible outcomes.

Larry and the rest of the team at 4xi are here to help you realize sustainable results



P&L ANALYSIS



STRATEGY



OPERATIONS



TECHNOLOGY



CULINARY AND BRANDING



STAFF OPTIMIZATION

