

Michal Draszewski

CUSTOMER SUCCESS · ACCOUNT MANAGEMENT · MULTI-SITE HOSPITALITY OPERATIONS

Ten years as the customer of hospitality SaaS — now helping operators adopt the tools, act on the data and see measurable value.

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PROFILE

Operations leader with 10+ years across Honest Burgers, LEON and POD, managing £1.3–2.6m sites and a 10-site area as acting Area Manager. A decade as the customer of hospitality SaaS — Fourth, Deputy, Stint, Attensi, Marketman — now moving to the vendor side to help operators adopt tools and get measurable value from them. Strongest where stakeholder management, KPI rigour and people development meet, turning performance data into recommendations people act on. Most recent example: a weekly KPI and labour-productivity dashboard I designed and built, now adopted for area-level reviews.

SELECTED ACHIEVEMENTS

- Delivered **+30% to +60% LFL sales growth** at a POD site — ranked **#1 company-wide** for sales and performance.
- Stepped up as acting **Area Manager** supporting **10 LEON restaurants** through a regional leadership absence.
- Designed and built a **weekly KPI and labour-productivity dashboard** in Excel, now adopted by my Operations Manager for area reviews.
- Developed **11+ team members** toward Shift and Assistant Manager roles across POD, LEON and Honest Burgers.
- Retained and grew account value — took Honest Burgers guest **NPS from 89 to 92 YTD** while growing feedback score and volume.
- Ran weekly performance reviews with senior stakeholders — **GAP within ±0.5%** and forecast accuracy within a few hundred pounds.

PROFESSIONAL EXPERIENCE

General Manager · Honest Burgers

Aug 2025 – Present

Better-burger restaurant chain, 40+ UK sites · ~£1.3–1.5m annual site revenue

- Took ownership after a takeover, stabilising team structure, service rhythm and daily operating standards.
- Built a weekly KPI and labour-productivity dashboard in Excel, replacing fragmented reporting with one tool for forecasting, variance analysis and action planning.
- Improved guest experience through structured service coaching, lifting NPS from 89 to 92 YTD.
- Manage labour and scheduling on Stint, holding productivity and cost against forecast.
- Achieved an EHO 5-star rating and two strong Food Alert audits; building a succession pipeline with two Shift Managers progressing toward Assistant Manager.

General Manager · LEON

Apr 2022 – May 2025

Healthy restaurant chain, 70+ UK sites · ~£1.3–2.6m annual site revenue

- Stepped up as acting Area Manager, overseeing 10 restaurants against regional KPIs during a leadership absence.
- Operated daily on Fourth (rota, HR and labour) to manage scheduling, productivity and cost control.
- Set up and maintained KPI and labour trackers to improve performance visibility and control.
- Delivered up to 10% YoY sales growth through stronger routines, forecasting discipline and local marketing.
- Coached managers from other sites and was deployed to stabilise underperforming locations; promoted and developed 4 Shift Managers and 1 Assistant Manager.

PROFESSIONAL EXPERIENCE (continued)

Deputy Manager · LEON

Sep 2019 – Apr 2022

High-volume site · £10,000+ daily sales · team of 30+

- Helped lead a high-volume restaurant (£10k+ daily sales, team of 30+), holding service pace, product quality and cost control across peak trading.
- Partnered with the management team to deliver KPIs across sales, labour, waste, food quality and guest experience.

General Manager · POD

Sep 2018 – Sep 2019

Healthy restaurant chain, 22 sites · £20–25k/week (~£1.0–1.3m annual)

- Delivered +30% to +60% LFL sales growth, achieving #1 company-wide ranking for sales and performance.
- Recognised with Site of the Quarter plus ~5 further company awards in 12 months.
- Led the full controllable P&L — stock, labour, training, budgets, compliance and customer experience; developed 2 Shift Managers and prepared 1 Assistant Manager.

Assistant Manager · POD

Sep 2015 – Aug 2018

Progressed: Team Member → Barista → Shift Runner → Assistant Manager

- Progressed through multiple operational roles, building foundations in service, shift leadership, cash handling, training and team supervision.
- Achieved one of the highest coffee sales percentages company-wide; earned multiple commendations and supported stabilisation of underperforming locations.

LEADERSHIP & OPERATING RHYTHM

People — Coaching to a clear standard, daily briefs and succession that holds without me on the floor.

Guest — NPS tracking, feedback volume and service recovery driven by the team, not by firefighting.

Commercial — Forecasting discipline, labour productivity, and tight control of stock, waste and controllable cost.

Compliance — Audit readiness as routine, food-safety habits embedded in shift rhythm, EHO held year-round.

SYSTEMS ADOPTION & VENDOR TOOLS

Stint — labour & scheduling (current)

Fourth — rota, HR & labour (LEON, multi-year)

Microsoft Excel — KPI & labour dashboards: design, structure & daily use

125 — guest feedback / NPS

Deputy & Attensi — scheduling & digital training

Marketman, Stocklink & FNB — ordering & stock

EDUCATION & CERTIFICATIONS

- NVQ Level 2 Customer Service
- Functional Skills — English L1, Maths L2
- Level 1 ESOL
- Health & Safety Level 3
- Fire Marshal · First Aid

LANGUAGES

Polish (Native) · **English** (Advanced / full professional) · **Spanish** (Fluent)