

# SHAWN BUCHER

## CURRICULUM VITAE

### EDUCATION

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**PhD** University of Tennessee, Retail, Hospitality & Tourism Management **Aug 2025**

*Dissertation:* Caught between the kitchen and the neoliberal academy: An autoethnography of chef pracademics

*Committee:* Kai-Sean Lee (co-chair), Stefanie Benjamin (co-chair), Hongping Zhang, Timothy Munyon

Kansas State University, Hospitality Management **Fall 21, Spring 22**

**MBA** California Coast University, Business Administration **Apr 2014**

**BBA** Strayer University, Hospitality & Tourism Management **June 2010**

**AAS** Ensign College, Business **May 2005**  
Certificates in Accounting & Professional Sales

**Cert.** Culinary Arts **Nov 2004**

### TEACHING EXPERIENCE

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**PURDUE UNIVERSITY, WEST LAFAYETTE, IN** **AUGUST 2025 TO CURRENT**

*Clinical Assistant Professor*

- HTM 141 Financial Accounting for the Service Industries
- HTM 290 Food and Beverage Management
- HTM 513 Strategy in Service Industries

**THE UNIVERSITY OF TENNESSEE, KNOXVILLE, TN** **AUGUST 2022 TO MAY 2025**

*Teaching Assistant*

- HTM 311 Human Resources Management

*Lecturer/Instructor*

- HTM 210 Foodservice Operations Management
- BUAD 453 Global Strategic Management
- MGT 202 Intro to Business Management

**ROANE STATE COMMUNITY COLLEGE, OAKRIDGE, TN** **AUGUST 2024 TO AUGUST 2025**

*Program Director/Assistant Professor of Business*

- Oversaw ACBSP program accreditation renewal.
- Oversaw articulation agreements with four-year colleges and universities.
- Implemented policies and procedures for standardizing various programs and courses.
- Implemented and oversee the Hospitality Business Concentration
- BUSN 1305 Introduction to Business
- BUSN 1380 Supervisory Management
- BUSN 2300 Business Ethics
- BUSN 2350 Organizational Behavior
- BUSN 2380 Principles of Marketing
- HMGT 1030 Introduction to Hospitality
- HMGT 1130 Supervision in the Hospitality Industry
- HMGT 1170 Marketing for the Hospitality Profession
- MGT 201 Management Concepts

**AUSTIN PEAY STATE UNIVERSITY, CLARKSVILLE, TN**

**AUGUST 2024 TO MARCH 2025**

*Part-time Instructor*

- HOSP 3840 Restaurant Management
- HOSP 3010 Principles of Hospitality and Tourism Management

**CORNELL UNIVERSITY, ITHACA, NY**

**JULY 2020 TO CURRENT**

*Course Facilitator*

- CALS 132 Food Safety & Quality
- CALS 133 Food Processing & Packaging
- CALS 134 Reg Agencies & Food Regs
- CALS 135 Commercialization
- CALS 201 Culinary Science Essentials
- SHA 549 Success Metrics for Hospitality Digital Marketing
- SHA 602 Optimizing your F&B Menu
- SHA 607 Opening a Restaurant
- SHA 663 Establishing a Beer Program
- SHA 664 Beer Sales and Training
- SHA 696 Managing Real Property Rights
- SHA 697 Real Estate Appraisal Process
- SHA 701 Facility Management
- SHA 702 Building Systems, Engineering & Management
- SHA 709 Building Demand in Slow Periods
- SHA 731 Purchasing Considerations
- SHA 732 Inventory Management
- SHA 733 Purchasing Strategy
- SHA 734 Supplier Selection & Evaluation
- SHA 735 Cost Management
- SHA 736 Bidding, Negotiation, and Contract Management
- SHA 739 Making Strategic Change Happen
- SHA 771 Price & Inventory Controls
- SHA 772 Price Sensitivity & Pricing Decisions
- SHA 773 Segmentation & Price Optimization
- SHA 774 Displacement & Negotiated Pricing
- SHA 811 Positioning the HR Function for Competitive Success
- SHA 812 Sustainable Talent Attraction and Selection Strategy
- SHA 813 Developing and Effective Retention Strategy
- JCB 401 Senior Living Fundamentals
- JCB 402 Design Considerations for Senior Living Facilities
- JCB 403 Dining Innovation in Senior Living
- JCB 404 Effective Process Management in Healthcare
- JCB 405 Effective Process Management in Senior Living
- JCB 406 Quality and Process Improvement Metrics and Strategies for Healthcare
- JCB 407 Quality and Process Improvement for Senior Living
- JCB 408 Design Considerations for Healthcare Facilities

**THE ART INSTITUTE, SALT LAKE CITY, UT**

**JAN 2009 TO JAN 2011**

*Chef Instructor*

- CUL 104 Safety & Sanitation
- CUL 106 Introduction to Culinary Skills
- CUL 107 Concepts & Theories of Culinary
- CUL 115 American Regional Cuisine
- CUL 116 Purchasing & Product ID
- CUL 211 Classical European Cuisine
- CUL 212 World Cuisine
- CUL 215 Latin Cuisine
- CUL 216 Asian Cuisine
- CUL 219 Food & Beverage Operations
- CUL 227 Ala Carte Kitchen & Dining Room
- CM 404 Entrepreneurship

## SCHOLARSHIP

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### **Peer-Reviewed Publications**

- **Bucher, S.,** Gras, D. (2025) Utilizing Autoethnography in Entrepreneurship Research. *Journal of Business Venturing Insights* (Under Review).
- **Bucher, S.,** Castillo, S., Kwon, J. (2025) Education or Experience? Chef's Perceptions on the Value of Having Experience and/or a Degree. *Journal of Hospitality, Leisure, Sport & Tourism Education* (Revise and Resubmit due 10/2025)
- **Bucher, S.** (2025) Me, The Bear, and I: From burning stoves to burning questions. *Scope: (Art & Design) 29 - Hospitality & Tourism* <https://doi.org/10.34074/scop.1029011>
- **Bucher, S.,** Gras, D. (2023) When fearing for survival, one fears little else: The effect of meeting basic human needs on fear of entrepreneurial failure. *Frontiers of Entrepreneurship Research*, 2023 Babson College Entrepreneur Research Conference Proceedings (146-150).
- Kim, M., Cuervo, F.E., **Bucher, S.,** Gras, D. (2023) Recognition is the greatest motivator? A comparison of status seeking by social and commercial entrepreneurs. *Frontiers of Entrepreneurship Research*, 2023 Babson College Entrepreneur Research Conference Proceedings (338).
- Lee, K. S. & **Bucher, S.** (2023) Defining gastronomy and culinary arts: Desnobberizing good eating and drinking. *International Journal of Gastronomy and Food Science*, 100798, <https://doi.org/10.1016/j.ijgfs.2023.100798>
- **Bucher, S.** & Lee, K. S. (2023) Dear chef, do you really want a PhD? *International Journal of Gastronomy and Food Science*, 100773, <https://doi.org/10.1016/j.ijgfs.2023.100773>

### **Accepted Conference Abstract/Poster Presentation**

- **Bucher, S.,** & Jin, D. *The Importance of Communicating Expectations: Exploring the Moderating Effect of Communication on Job Satisfaction and Job Performance*. The 28<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Anaheim, California. January 6-7, 2023.
- **Bucher, S.,** & Kwon, J. *Effectiveness of room service in healthcare on customer satisfaction, plate waste and food cost*. The 27<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. January 6-8, 2022.

### **Accepted Conference Presentations**

- **Bucher, S.,** & Kwon, J. (2024). "Our lives got better when the food got better:" Examining the benefits of enhancing dining programs in a long-term healthcare facility. The 29<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism. Anaheim, California. January 4-6, 2024.
- Lee, K. S., **Bucher, S.,** Williams, J. *A plea for hospitality stories: A narrative lens for hospitality research*. 2023 International Council on Hotel, Restaurant, and Institutional Education Conference. Phoenix, Arizona. June 19-21, 2023.

## Shawn Bucher Resume

- **Bucher, S.,** Gras, D. *When fearing for survival, one fears little else: The effect of meeting basic human needs on fear of entrepreneurial failure.* 2023 Babson College Entrepreneurship Research Conference. Knoxville, Tennessee. June 7-10, 2023. (Selected as one of the Top 40 papers)
  - The 2023 BCERC received 577 abstracts for 225 accepted paper sessions. Of the 225 accepted papers, this paper was selected as one of the top 40 and subsequently published in *Frontiers of Entrepreneurship Research 2023* (see under peer-reviewed publications).
- Kim, M., Cuervo, F.E., **Bucher, S.,** Gras, D. *Recognition is the greatest motivator? A comparison of status seeking by social and commercial entrepreneurs.* 2023 Babson College Entrepreneurship Research Conference. Knoxville, Tennessee. June 7-10, 2023.
- Yakushko, N., Kim, M., Cuervo, F.E., **Bucher, S.,** Gras, D. (2023) *I Do Good for Others and I Want to Be Recognized for It! An Investigation of Whether and When Social Entrepreneurs Seek High Status.* 2023 Australian Centre for Entrepreneurship Research Exchange Conference. Brisbane, Australia. February 8-10, 2023.
- **Bucher, S.,** & Kwon, J. (2023). *Education vs. Experience: Explorations of Chef's Perceptions.* The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Anaheim, California. January 6-7, 2023.
- **Bucher, S.,** Cuervo, F.E., Kim, M., Yakushko, N., Gras, D. (2022) *Prosocial or Pro Social Standing? Status Seeking among Social and Commercial Entrepreneurs and the Moderating Effect of Institutional Support.* 2022 Annual Social Entrepreneurship Conference. Los Angeles, California. November 11-12, 2022.

### **Industry Conference Speaking/Presentations**

- **Bucher, S.** (2025, October 22-23). Creating Moments [Breakout session] *4<sup>th</sup> Annual 2025 Spirit of Hospitality Summit.* White Lodging–J.W. Marriott, Jr. School of Hospitality and Tourism Management at Purdue University, West Lafayette, Indiana, United States.
- **Bucher, S.** (2020, March 3). Latest in Food Safety & Sanitation [General session] *Good to Best,* Don Miller & Associates Regional Conference, Doubletree Campbell Center, Dallas, TX, United States.
- **Bucher, S.** (2019, July 23). Latest in Food Safety & Sanitation [General session] *Good to Best,* Don Miller & Associates Regional Conference, Holiday Inn, Hasbrouck Heights, NJ, United States.
- **Bucher, S.** (2018, March 17). Building a concept, a brand, or your life [Afternoon General session] *Good to Best,* Don Miller & Associates Annual Conference, Paradise Point Resort & Spa, San Diego, CA, United States.
- **Bucher, S.** (2016, April 8). Leadership [General session] *Spring Symposium,* Association of Nutrition & Foodservice Professionals Utah Chapter, Sysco Intermountain, West Jordan, UT, United States.

## Shawn Bucher Resume

- **Bucher, S.** (2016, June 16). Leading your team for organization-wide success [Opening General Session] *Driving innovation in foodservice management*, Association of Nutrition & Foodservice Professionals Annual Conference and Expo, JW Marriot Hotel, Indianapolis, IN, United States.
- **Bucher, S. & Shlachter, A.** (2016, August 11). Healthy Unique Foods [Breakout session] *Cook. Craft. Create. Convention & Show*, American Culinary Federation Annual Conference, JW Marriott Phoenix Desert Ridge Resort & Spa, Phoenix, AZ, United States.

### **Industry Trade Publications**

- **Bucher, S.** (2020) Food and Beverage Services: a key marketing tool and revenue center, *Edge Express*, August 2020, 1-4
- **Bucher, S.** (2020) Workplace communication: learning to communicate at every level, *Edge Express*, April 2020, 1-4.
- **Bucher, S.** (2019) Strategies for managing today's foodservice workforce, *Nutrition & Foodservice Edge*, Nov/Dec 2019, 12-15.
- **Bucher, S.** (2016) Up to the challenge, *National Culinary Review*, September 2016, 26-27.
- **Bucher, S.** (2016) Foodservice challenges across the board, *Nutrition & Foodservice Edge*, July/Aug 2016, 18-23.
- **Bucher, S.** (2015) Food presentation, *Nutrition & Foodservice Edge*, March 2015, 22-25.
- **Bucher, S.** (2014) Holiday Menu Planning, *Nutrition & Foodservice Edge*, October 2014, 20-23.

### **Books Published**

- **Bucher, S.** (2019) *Food People Management*. Business Chef Publishing
- **Bucher, S.** (2008) *The First Timer's Cookbook/Bakebook: Your first steps to great cooking*. Bookwise Publishing

### **Scholarship & Grants Awarded**

- \$5,000 - Timothy R. Donoghue Graduate Scholarship for the 2021-22 academic year from Kansas State University
- \$1,000 - Ruby McKeel Rives Scholarship, from the College of Education, Health & Human Sciences Scholarship Committee at the University of Tennessee, for the 2023-24 academic year.
- \$1,000 - 2022 Arts, Humanities & Social Sciences Small Grant from Kansas State University College of Health, and Human Sciences
- \$300 – 2022 Graduate Student Senate Travel Award from the University of Tennessee
- \$1,200 – 2023 Graduate Student Senate Travel Award from the University of Tennessee

## VOLUNTEER SERVICE

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- **Competition BBQ Judge** – Kansas City Barbeque Society (KCBS) – 2024 to present
- **Board of Trustees** – Davis Tech College, 2018 – 2022
- **Vice President** – American Culinary Federation, Beehive State Chef's Chapter – 2018
- **Treasurer** – American Culinary Federation, Beehive State Chef's Chapter – 2017
- **Advisory Committee member** - Davis Applied Technology College – 2014 -2017
- **Advisory Committee member** - Mountain land Applied Technology College – 2014 -2016
- **Education Chair** – American Culinary Federation, Beehive State Chef's Chapter – 2013
- **Missionary Service** – Church of Jesus Christ of Latter-Day Saints in Riverside, CA 2000 – 2002

## ACADEMIC SERVICE

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- **Committees**
  - Content Expert/Auditor for Hospitality Management and Hospitality and Tourism Management programs for the Tennessee Academic Licensure & Accreditation Notification (2025)
- **Ad Hoc Reviewer**
  - International Journal of Gastronomy and Food Science (since 2023)
  - Journal of Hospitality, Leisure, Sport & Tourism Education (since 2024)
  - Journal of Management Education (since 2025)
  - Scope (Art & Design) Hospitality and Tourism issue (2025)
- **Hiring Committees**
  - Fall 2023, hiring of a tenure-track faculty member for the department of Retail, Hospitality, and Tourism Management at The University of Tennessee.
- **Conference Submission Reviewer**
  - 2023 International Council on Hotel, Restaurant, and Institutional Education conference, Phoenix, AZ
  - 2024 International Council on Hotel, Restaurant, and Institutional Education conference, Montreal, Canada
  - 2025 International Council on Hotel, Restaurant, and Institutional Education conference, Indianapolis, IN
- **University of Tennessee, Student food insecurity program: Collection, Production and Distribution** – Food4Vols, August 2022 – May 2023
- **Kansas State University, Student food insecurity program: Production and Distribution** – Konza Student Table, August 2021 – May 2022

## CERTIFICATIONS

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- **Certified Barbeque Judge (CBJ)** through the Kansas City Barbeque Society (KCBS)
- **Serve Safe Certified Manager** through the National Restaurant Association (NRA)

- **Serve Safe Certified Instructor & Proctor** through the National Restaurant Association (NRA)
- **Serve Safe Alcohol Certified** through the National Restaurant Association (NRA)
- **Serve Safe Alcohol Instructor** through the National Restaurant Association (NRA)
- **Certified Executive Chef (CEC)** through the American Culinary Federation (ACF)
- **Certified Culinary Educator (CCE)** through the American Culinary Federation (ACF)
- **Applying the QM Rubric (APPQMR)** through Quality Matters

## AWARDS

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- **Recipient of 2015 Chef Educator of the Year Award** from the ACF Chapter Beehive State Chef's Association
- **Recipient of 2013 President's Award** from the ACF Chapter Beehive State Chef's Association
- **Top 4 National Finalist - 2011 Ocean Spray Foodservice Professional Recipe Contest**
- **Winner of Gold Medals for Best in Category & Best in Show** 1999 Junior member Culinary Salon through ACF Beehive State Chefs chapter.
- **Earned Eagle Scout award at age 13.**

## PROFESSIONAL EXPERIENCE

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### **ABQ BURRITO, CEO/FOUNDER**

**7/2020-3/2021**

- Created, implemented, and operationalized all aspects of this fast casual brand.
- Opened November 16, 2020, managed the day-to-day operations, marketing efforts and growth during global COVID-19 pandemic. Sold the restaurant March 12, 2021.  
<https://www.koat.com/article/cake-shop-and-burrito-business-open-in-albuquerque-during-pandemic/34948416>
- Increased sales & guest counts each week, from AUV of approximately \$250,000 to \$400,000+ in 3 months.
- Nominated for "Best Breakfast Burrito" and "Best New Mexican" by *Albuquerque Journal* for the year 2020.
- Maintained a guest rating of 4.6+/5 stars on Google and Yelp.

### **ALLIANCE VENTURES, CONSULTANT TO VICE PRESIDENT**

**7/2018 – 7/2020**

- Responsible for creating and opening multiple food service concepts. Including: Pizza, Asian, Ice cream, BBQ, fried chicken, and a food truck. Sales for each concept average between \$800 and \$1200 per day.
- Project manager, responsible for the collaborative negotiation and relationship development with the cities, private corporations, and state entities in bringing a trade college and hospital to the area. As a result, Great Basin College and University of Utah Healthcare were in the process of bringing facilities to the area.
- Consultant from 7/2018-1/2020 before taking on Vice President role full-time.

## Shawn Bucher Resume

### **DM&A, EXECUTIVE SUCCESS COACH/DIR. OF CULINARY OPERATIONS**

**1/2012 – 1/2020**

- Managed anywhere from 5-12 kitchen renovation projects concurrently on an ongoing basis across the United States. Research local and regional menu trends and source vendors and menu items as needed for each project individually.
- Managed anywhere from 4-6 projects concurrently on an ongoing basis across the United States.
- Conduct ongoing research as it relates to healthcare hospitality trends and practices and updating company policies and procedures to reflect changes.
- Culinary Lead for conversion to self-operation from a contracted operation at a 1,000-bed hospital facility in Baton Rouge, LA. This includes researching, presenting, and implementing a changeover strategy/plan and tracking and updating data changes from Dec 2012 to Dec 2013.
- Served as the Interim Food Service Director at Kaiser Permanente Los Angeles Medical Center July-Oct 2013 and Kaiser Permanente South Bay Medical Center March-August 2014.

### **WINGERS, DIRECTOR OF FRANCHISE OPS TO CHIEF OPERATING OFFICER**

**6/2015 – 4/2018**

- Conducted extensive hands-on research and created quality assurance criteria and evaluation for franchise and corporate restaurants; performed these inspections throughout restaurants in Utah, Idaho, Nevada, Oregon, and Wyoming on a quarterly basis in conjunction with company president and corporate operations manager.
- Responsible for initial menu research and item conceptualization and recipe development done on a quarterly basis, resulting in a 12% increase in customer retention.
- Researched, documented, created, and implemented multiple training programs at all levels of the company resulting in a 50% increase in employee retention.
- Directly responsible for 2 corporate and 3 franchisee new store openings in a two-year period, resulting in an increase of approximately \$52,000 annually in increased franchise royalties.
- Shut down 4 underperforming franchise locations, resulting in a 1 star increase in overall brand Yelp and Google ratings.
- Rebranded and redesigned *Wingers Roadhouse Diner* to *Wingers Restaurant and Alehouse*, resulting in a 25-50% increase in sales in rebranded locations.

### **FTE, INC., CONSULTANT, AUTHOR, SPEAKER, PODCAST HOST**

**8/2008 TO CURRENT**

- Representing leading equipment manufacturers throughout the US.
  - Rational (Combi-Ovens) Since 2010 to current
  - Irinox (Blast Chillers) from 2011 to 2015
  - Turbo Chef (Rapid Cook Ovens) from 2011 to 2013
- Recipe development and training for national brands such as: *Kroger, Starbucks, Microsoft, Red Mango*, etc.
- Created a weekly podcast in 2017: *The Business Chef Podcast*, produced and distributed over 130 episodes.

### **COSTA VIDA FRESH, CORPORATE EXECUTIVE SOUS CHEF**

**8/2007 TO 1/2009**

- Perform quality assurance inspections on corporate and franchise locations.
- Assisted in training and opening of new locations.
- Farmington, New Mexico operations manager July to December 2008

### **DAVIS TECH COLLEGE, CATERING MANAGER**

**9/2007 TO 3/2008**

- Oversaw catering functions as well as cleaning and maintenance of physical facilities.



## Shawn Bucher Resume

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**FAT CATS FUN CENTER, *FOOD AND BEVERAGE MANAGER*** **7/2006 TO 9/2007**

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- Oversaw all food and beverage operations for: limited-service snack bar-*Strikers Grill*; limited-service bar-*McHenry's*; full-service restaurant-*The Pizza Factory*; and extensive party catering.

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**THE CABO GRILL, *CONSULTANT TO MANAGING PARTNER*** **5/2006 TO 7/2006**

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- Assisted in the turnaround of a small struggling restaurant. Able to sell after just a few months.

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**RUMBI ISLAND GRILL, *GENERAL MANAGER/NEW STORE TRAINER*** **2/2005 TO 5/2006**

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- Initial training location/training manager for managers of new locations.
- Increased Orem location's monthly sales from 90K to 110K+ and subsequent profit margin from 18.5% to 24.54% in 6 months.

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**LITTLE AMERICA HOTEL, *LINE COOK TO PURCHASING MANAGER TO SOUS CHEF*** **5/2002 TO 2/2005**

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- Started as a line cook, promoted to purchasing manager and then Sous chef.
- Maintained department purchasing, receiving and inventory of more than 4 million dollars and oversaw scheduling of over 100 team members.
- Collaborated with a large team in extensive research study and implementation of a multimillion-dollar project named RIO (Receiving, Inventory, and Ordering) through Sysco Intermountain.

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**RIVERS: EFFORTLESS DINING, *LINE COOK*** **5/1999 TO 10/1999**

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- Assisted in the opening of this full-service restaurant concept. In charge of prep and production for multiple stations: open wood-fired pizzas, appetizers, salads

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**ALTA CLUB, *BANQUET COOK*** **6/1999 TO 9/1999**

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- Assisting in evening banquet production and service for this exclusive private club.

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**DELTA CENTER ARENA, *PREP COOK TO ASSISTANT SOUS CHEF*** **1/1998 TO 4/2000**

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- Started as a prep cook, promoted to a line cook and then sous chef position in the exclusive full-service restaurant for members of the Jazz 100 Club.
- Preparing food for basketball games, concerts, rodeos, and other arena events. The arena serves upwards of 18,000 guests per event.

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**BOWMAN'S MARKET—MEAT DEPARTMENT, *PM CLEANER TO FRONT COUNTER*** **6/1996 TO 6/1998**

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- Started as the night cleaner and promoted front counter packaging, customer service and evening operations.