

Josh Martino

243 Pablo Road Ponte Vedra Beach, FL 32082 | (904) 536-2650 | josh@hometeamrg.com |

Experience

FOUNDER & PRESIDENT | HOME TEAM RESTAURANT GROUP | AUGUST 2007 – PRESENT

- Founded, developed, and franchised additional concepts including Willie Jewell's Old School Bar-B-Q (Fast Casual BBQ), Aiken Fish House (casual dining seafood), Peachtree City Yacht Club (casual dining seafood), The Smokehouse at Green Valley, and Pastiche Catering & Events (Fine-Dining Catering).
- Recruited and onboarded 17 new franchised locations.
- Developed and continuously update operating systems, standards, processes, and procedures for each brand
- Responsible for same scope of work for as Bono's Pit Bar-B-Q listed above.

PRESIDENT / LEGAL COUNSEL | BONO'S PIT BAR-B-Q, INC. | JANUARY 2015 – PRESENT

- Reporting to CEO and Founder, complete responsibility for P&L and day-to-day operations of this franchised BBQ concept with 19 locations generating \$40M+ in system-wide sales
- Grew the number of units by 31% during tenure and increased AUVs from \$1.6M to \$2.5M
- Leading and developing a team including CFO, two Directors of Operations, as well as a Catering team.
- Responsible for setting and tracking all annual departmental budgets
- Negotiates all national contracts and purchasing associated with each item on the distribution order guide.
- Performs all internal legal matters in conjunction with outside counsel as necessary.
- Leads full cycle development including all due diligence with regards to real estate, construction, architectural and design plans, site selection, equipment, and negotiating of Letters of Intent and Leasehold contracts.
- Leads all marketing, advertising, and branding in conjunction with an outside agency.
- Responsible for menu ideation, LTO promotions, and pricing structure to achieve ideal food cost metrics and profit margin.
- Develops the strategy and executes tactics around franchise sales, growth, development, training, franchisee assessment, and site selection.
- Leads Philanthropy initiatives with regards to all financial and food donations.
- Successfully converted all Licensee to Franchisees and unified royalty structure.

VP OF FRANCHISING / DIRECTOR OF OPERATIONS | BONO'S PIT BAR-B-Q | JUNE 2006 – JANUARY 2015

- Updated Franchise Disclosure Documents, Franchise Agreement, and Audited Statements for renewed growth of the brand.
- Updated Training Procedures, Menu and Portion Guides, Uniform Adherence Policy, and Position Manuals.
- Developed Franchise Inspection Checklist and Schedule.
- Converted all existing Licensees to Franchisees as Franchise Agreements naturally expired.
- Developed new Interior Design for all new units.

- Recruited and onboarded 5 new Franchise locations.
- Responsible for all performance metrics of all corporate-owned locations including sales, food cost, labor cost, paper goods cost, etc.
- Responsible for adherence to all platforms, regulations, procedures, recipes, and overall brand guides for all locations.
- Implemented new Point of Sale technology to strategically partner with 3rd party delivery, online ordering, and take-out sales. Increased off-premise dining sales by 235% over this time period.

LEGAL COUNSEL / BUSINESS AFFAIRS ADVISOR | IMAGINE ORTHODONTICS | JANUARY 2004 – JUNE 2006

- Creation of Orthodontic Education Programs at Jacksonville University, University of Nevada Las Vegas, and University of Colorado.
- Recruitment of Orthodontic Students for placement in the regional programs.
- Procurement and purchase negotiation of existing orthodontic practices around the country in alignment of graduation and placement of orthodontic graduates.

Education

BENJAMIN N. CARDOZO SCHOOL OF LAW | MAY 2003 | NEW YORK, NY J.D. INTELLECTUAL PROPERTY

HONORS: The Innocence Project: Exonerates the wrongly convicted through DNA testing and reforms the criminal justice system to prevent future injustices.

VANDERBILT UNIVERSITY | MAY 2000 | NASHVILLE, TN | CUM LAUDE B.S. HUMAN & ORGANIZATIONAL DEVELOPMENT MINOR: ENGLISH

Community & Honors

UNIVERSITY OF NORTH FLORIDA: Student Affairs Community Council 2016 – 2019, Taylor Leadership Institute 2016 – 2019, Student Wellbeing Committee 2022 - Present

JACKSONVILLE UNIVERSITY COST HONORS COLLEGE: Executive Council 2024 – Present

JEWISH COMMUNITY RELATIONS COUNCIL: Member 2024 – Present

FEEDING NORTHEAST FLORIDA: Board of Directors: 2016 – Present

JACKSONVILLE CIVIC COUNCIL: Member 2024 – Present

OPERATION NEW HOPE: Board of Directors: 2019 – 2024

TIGER ACADEMY CHARTER SCHOOL: Board of Directors 2015 – 2024

JACKSONVILLE UNIVERSITY DAVIS COLLEGE OF BUSINESS: FP&L Advisory Board 2018 – 2021

JACKSONVILLE ZOO & GARDENS: Board of Directors 2015 – 2018

ONEJAX HUMANITARIAN AWARD: Honoree 2025

YMCA SPIRIT OF THE Y AWARD: 2023

YMCA FIRST COAST VOLUNTEER OF THE YEAR: 2018

JACKSONVILLE BUSINESS JOURNAL 40 UNDER 40: 2016

LEADERSHIP JACKSONVILLE: Class of 2015

ORDER OF THE CORNETTE: St. Vincent's Hospital

DREAMCOAT SOCIETY: Wolfson's Children's Hospital

COR VITAE SOCIETY: American Heart Association

Activities and Interests

Spending time with my wife, three daughters, and dogs.

Volunteering and dedicating myself to making my community better through community service, advocacy, and social work.

Recreational Activities including Skiing, Hiking, Beach Activities, Biking, Golf.

Travelling with my family.

Cooking new and old recipes as much as possible.