



MARCUS DELANEY

Business Owner

Owner-operator running a multi-location specialty coffee company with 14 employees and two retail cafes. Built the business from a single mobile cart in 2017 to \$1.8M in annual revenue, with wholesale accounts across four counties. Hands-on with sourcing, payroll, lease negotiation, and brand.

CONTACT INFORMATION

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KEY SKILLS

- P&L management and cash flow forecasting
- Commercial lease negotiation and site selection
- Vendor sourcing and direct-trade contracting
- Payroll administration (Gusto) and QuickBooks Online
- Hiring, training, and retention programs
- Wholesale account development and B2B sales
- Inventory and COGS management
- Pricing strategy and margin analysis
- Brand development and local marketing
- Health code compliance and food safety
- Multi-location operations management
- POS systems (Square, Toast) and reporting

PROFESSIONAL EXPERIENCE

FOUNDER & OWNER | RIDGEPOINT COFFEE CO., RALEIGH, NC
2017 – PRESENT

- Grew annual revenue from \$84K in year one to \$1.82M in 2024 across two cafes and 11 wholesale accounts.
- Opened second location in 2022 on a 7-year lease; reached break-even in month 9, ahead of the 14-month plan.
- Hired and trained 14 staff including two shift leads; cut turnover from a high of 70% to roughly 30% by adding tipped wage floors and a written training path.
- Negotiated direct-trade green coffee contracts with three farms in Colombia and Guatemala, lowering COGS by about 6 points.
- Manage all banking, payroll (Gusto), books (QuickBooks Online with a part-time bookkeeper), and quarterly tax filings.

OWNER | DELANEY MOBILE CART, LLC, RALEIGH, NC
2017 – 2019

- Ran a single espresso cart at farmers markets and corporate events 5-6 days per week.
- Personally booked 80+ private events in the first 18 months through cold outreach and referrals.
- Reinvested all profit into the first brick-and-mortar lease deposit and build-out.

ASSISTANT MANAGER | BREWLINE COFFEE BAR, DURHAM, NC
2014 – 2017

- Ran open and close shifts, managed inventory ordering, and trained new baristas.
- Left to start own venture after three years of saving startup capital.

EDUCATION

B.A. in Business Administration, North Carolina State University, 2013

Specialty Coffee Association (SCA) Certified Barista, Intermediate Level, 2018

ServSafe Food Protection Manager Certification, 2019