

KEITH SOYKA

Operations Leader | Multi-Site Management | P&L Ownership

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Available for part-time, contract, fractional, advisory, and bespoke implementation work alongside the venture.

SUMMARY

Multi-site operations leader with 22+ years of frontline management across retail, food service, and cinema operations — P&L ownership, labor planning, inventory control, multi-site transitions, training, and high-volume customer experience. Teams up to 75. Recognized for staying reliable under pressure, translating ambiguous problems into inspectable workflows, and training people quickly.

Currently building GestaltView, a bootstrapped AI systems platform, alongside part-time and contract operations work.

CORE CAPABILITIES

- **P&L ownership** — financial accountability, labor control, payroll, banking, cost management
- **Multi-site operations** — transitions, standardization, cross-site coordination
- **Inventory & merchandising** — stock visibility, fulfillment, floor execution, food safety
- **Team leadership** — hiring, onboarding, cross-training, performance coaching; teams up to 75
- **Customer experience** — high-volume service, guest recovery, large-ticket sales, event operations
- **Training systems** — standards documentation, curriculum-style onboarding, operational procedures
- **Change management** — opening/closing, integrations, escalations, high-pressure recovery

EXPERIENCE

GESTALTVIEW — Founder & Product/AI Systems Lead

New York, NY · May 2025 – Present (ongoing venture)

Ongoing bootstrapped venture, structured to allow concurrent part-time and contract operations work.

- Operate under constrained infrastructure — cost-aware decisions, smallest verifiable path, disciplined prioritization
- Translate ambiguous product intent into schemas, workflows, and inspectable documentation
- Apply the same operational discipline to systems work that ran frontline operations for 22 years: find the constraint, fix the process, document the handoff

BIG LOTS — Furniture Manager

Middletown, CT · Feb 2024 – Aug 2024

- Managed furniture department sales, inventory, merchandising, customer orders, and large-ticket logistics with a team of up to ~20 associates
- Used digital inventory and sales data to improve stock visibility, fulfillment, and floor execution
- Increased high-ticket sales by a reported 6.7% in the first month

ROGERS ORCHARDS — Manager, Retail Sales & Bakery Operations

Southington, CT · approx. 2022 – 2024

- Advanced from frontline team member into management after learning retail, produce, bakery, and seasonal operations from the ground up
- Directed sales-floor and bakery operations, staff training/supervision, inventory, production scheduling, quality control, and customer experience for a team of up to ~15

FAMILY CAREGIVER / HOUSEHOLD OPERATIONS

Bristol, CT · 2020 – 2022

- Managed day-to-day care, schedules, household logistics, and educational support for five young relatives during pandemic school and childcare disruption

CITY STEAM BREWERY CAFE — Server → Lead Server

Hartford, CT · approx. 2015 – Mar 2020

- Promoted to Lead Server within the first year in a high-volume, multi-level restaurant and event venue
- Supported staff training, shift coordination, service standards, teamwork, and guest recovery across complex floor/kitchen/event operations

DUNKIN' FRANCHISE OPERATIONS — Store Manager / Multi-Site Transition Lead

Central/Eastern Connecticut · approx. 2011 – 2015

- Promoted from entry-level operations to Store Manager within approximately three months
- Managed P&L, payroll, labor control, banking, inventory, food safety, staffing, and daily operations for a team of approximately 25
- Selected to support integration of three acquired locations — transitioning existing teams and standardizing policies, training, safety, and service expectations

SHOWCASE CINEMAS / CINEMA DE LUX — Manager / Assistant Manager / Projection & Technical Operations

Manchester, CT · approx. 2001 – 2011

- Advanced from concession operations into supervision and management early in career; worked in complex flagship cinema operations with teams reported up to approximately 75
- Completed intensive projectionist training; developed hands-on expertise in 35mm film systems, print build/breakdown, platter/lamphouse operation, troubleshooting, digital projection, and high-pressure show recovery
- Participated in the location's IMAX MPX pilot and supported high-profile screenings, technical operations, guest experience, concessions/QSR, and full-service food-and-beverage environments

SELECTED RECOGNITION

- **Pepperdine Most Fundable Companies 2025** — Quarterfinalist; top 100 of 2,300+ submissions (top ~4%)
- **Founders Network** — accepted via nomination

ADDITIONAL

- **Technical fluency (as operator, not engineer)** — React/TypeScript, Python, SQL/Postgres/Supabase, API integration, Git/GitHub, retrieval/embeddings, multi-model orchestration, testing/build validation — used daily in GestaltView
- **Availability** — Part-time, contract, and fractional engagements; hourly or project-based; scope defined before work begins
- **Portfolio** — keith-soyka-portfolio.vercel.app