



# LAURA LACY

OWNER, PRESIDENT

Values-Driven Leadership, Organized Planning, Passionate Brewing

## BUSINESS MANAGEMENT

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### H&M, Hennes & Mauritz

Philadelphia, PA  
District Business Controller  
Operations Manager  
Store Manager  
(March 2005-April 2016)

- Manage full house operations of 30,000 sq ft city locations
- \$10 million in sales per year with 6% growth annually
- Set store budgets to maximize profitability
- Create logistics strategy for supply chain maintenance
- Recruit, train and develop teams of 6 managers & 50 employees
- Train leadership workshops for district and regional teams
- Ensure teams have a healthy work environment and a great place to work

## BREWERY OPERATIONS

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### Attic Brewing Company

CEO & President  
June 2017-Present

### Deer Creek Malthouse

Maltster, Brewer, Lab Tech  
Glenn Mills, PA  
June 2016-Present

### Dock Street Brewery

Sales, Operations  
Philadelphia, PA  
March 2017-Present

### Boxcar Brewing Company

Asst. Brewer  
West Chester, PA  
June 2016-October 2017

### Homebrewer

April 2016-present

- Develop and adjust beer recipes
- Keep detailed batch records for each beer
- Brew on commercial 10BBL system
- Maintain rotating 3 month production schedule
- Quality test malted barley for flavor, color, & carbohydrate modification
- Partner with local farms for spent grain removal
- Adhere to strict QC guidelines for cleaning and sanitizing brewery equipment and draft lines
- Maintain bar area in accordance with PA health code
- RAMP, TIPS and Serv-Safe Certified
- Sales Representative for NJ, PA and farmer's markets
- Plan and execute on/off premise special events
- Conduct profit analysis for staff hours and food costs
- Update employee handbook with new policies
- Lead brewery tours
- Educate customers on beer styles
- Attended Craft Brewers Conference May 2016

## VOLUNTEER

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Germantown Face to Face  
Philadelphia, PA  
October 2016-Present

Valley Forge National Park  
Valley Forge, PA  
January 2005-Present

## EDUCATION

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University of Pennsylvania  
Wharton SBDC  
Strategic Business Planning  
Workshop  
June 2016

Eastern Illinois University  
B.A. History, Public Relations Minor  
December 2004

## MEMBERSHIPS

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Brewers Association  
American Homebrewer's  
Association  
Philadelphia Homebrew Club