

Jeff King, CEO & MANAGING PARTNER

For more than 50 years, Martin Jeffrey King has dedicated his career to the promotion of guest-first hospitality and operational excellence within the restaurant industry. Jeff King is Chairman of the Board and Co-Founder of the prestigious King's Seafood Company (KSC) based out of Southern California. He oversees strategic financial planning, sales, investor relations and property management of six concepts and seventeen restaurants.

King became President of King's Restaurants, Inc. in 1978 and helped conceptualize, build and operate 13 restaurants. In 1981, King established Hospitality Consultants LTD. Shortly thereafter, he was hired as Director of Food Services for the Los Angeles Olympic Games Operations Division in 1982.

King's charisma and aura of experience, coupled with his tenure within the restaurant industry, makes him a sought-after figure of the professional speakers circuit. King regularly lectures at educational institutions such as the University of California Los Angeles (UCLA) and the Collins School of Hospitality Management at Cal Poly Pomona. He is a headline speaker for various professional groups and organizations in and outside of the restaurant industry. King also shares his expertise with other restaurant brands. Jeff King Consulting, Inc. specializes in all aspects of business operations with a strong focus on the restaurant hospitality industry.

BOARDS: California Restaurant Association (CRA) for more than 10 years as Second and First Vice Chairman, Chairman and Chairman Emeritus. Los Angeles and Santa Monica Convention & Visitors Bureaus. Northern Arizona University Hospitality Program and the Collins School of Hospitality Management.

HONORS: City of Hope Lifetime Achievement Award, Nation's Restaurant News Hot Concept Award, Elizabeth Burns Lifetime Achievement Award, UCLA Alumni of the Year and the California Restaurant Association's Fine Dining Hall of Fame and Educational Foundation Hall of Fame.

EDUCATION: Bachelor of Arts in History / Political Science from UCLA as Alumni, Associates from Santa Monica College

