



**TERISE URIAS**  
BUSINESS DEVELOPMENT AND  
MARKETING DIRECTOR  
COUNIHAN & ASSOCIATES, LLC

---

## CONTACT INFORMATION:

13132 Kellies Farm Lane  
Austin, Texas 78727  
512.388.4665 office  
512.517.1653 mobile  
[melissa@counihanassoc.com](mailto:melissa@counihanassoc.com)



## EXPERIENCE

Terise Urias has Marketing, Business Development, Retail Sales, CAD Drafting, Management, and Personnel Training experience. As Business Development and Marketing Director, she can envision what any operation needs to succeed, create innovative marketing strategies, and develop a plan of action. As the former General Manager and Training Director of Sephora, Mervyn's and Ann Taylor, she acquired a deep knowledge and experience in strategic business planning, retail sales, client communication and project management. In addition, Ms. Urias' background in retail has enabled her to become an outstanding Personnel Trainer. Developing skilled and trained personnel for a Food Service operation is a key to the success of that operation. Her experience paired with her expertise in food service design make her a huge asset to our clients.

**City of Residence:** Kyle, TX  
**Years of Experience:** 28  
**Years at Counihan and Associates, LLC:** 2

## EDUCATION

Bachelor of Science, BA in Fashion Merchandising and Business Administration – 1995, Texas State University, San Marcos, Texas

## REGISTRATIONS/AFFILIATIONS

- Associate Member – Food Service Consultants Society International
- Texas Historically Underutilized Business (HUB)/Women-Owned Business Certification

## COMPANY AND PROJECT INFORMATION

**Counihan and Associates, LLC** is a multi-faceted consulting and design firm dedicated to the Hospitality Industry. Our Consultants and Designers are experienced professionals with the highest standards of quality, integrity and productivity. The company was established in 1984. Our Staff is committed to providing the expertise needed in a timely manner to develop, design, manage, evaluate or refine any type of Food Service Industry Operation. Our staff is fully dedicated to meeting our Clients' specific needs with realistic and creative solutions.

**Project:** Ann Richards School, Austin I.S.D, Austin, Texas – Servery and Kitchen Design, Grab-n-Go/Distributed Vending

**Client/Contact:** Jarrod Sterzinger, O'Connell Robertson; Anneliese Tanner, Executive Director – Austin I.S.D. Food Service

**Project:** Golden Age Assisted Living Facility, Lockhart, TX – Kitchen, Main Dining and Memory Care Dining, Café Bistro Design

**Client/Contact:** Robert Doan, Page Architects

**Project:** The Glenn at the Backyard, Bee Cave, TX – Multiple Restaurant and Bar Designs

**Client/Contact:** Amy Bramwell, Studio Steinbomer Architects

**Project:** University of Texas Leona Child Care Development Center – Kitchen Design

**Client/Contact:** Erin Kozuh, Barnes, Gromatsky, and kosurek Architects

**Project:** Oracle Waterfront II - Austin, Texas – Food Court and Kitchen Design, Bar Design, Coffee/Smoothie Design, and Micro-market Design

**Client/Contact:** Will Gresham, STG Design; Eric Pampel and Ron Skipper, Oracle; and Lifeworks Executive Chef and Operational Team

**Full Client and Project List available at [www.counihanassoc.com](http://www.counihanassoc.com)**