



# LATRICIA FRIEND

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## CERTIFIED HOUSE MANAGER | LUXURY LIFESTYLE MANAGER

Modern luxury lifestyles are complex. The advantage of a fully trained and experienced House Manager is the peace of mind in knowing that every one of these complex details can be managed to perfection without distracting you from your life goals.

For 15 years, I have built a career that supports individuals by taking over the myriad of details required to run a household and lead its staff. I possess not only the technical knowledge of how these luxury properties operate but also the insight into hospitality, customer service, research, scheduling, and staffing that makes the difference in overall performance. I am committed to ongoing professional development to stay on top of the latest trends, risk mitigation, and staff performance techniques. By trusting me to manage your affairs, you are given the freedom to truly enjoy your lifestyle.

### CORE COMPETENCIES & TALENTS

- Multiple Property Management
- Project Management
- Records Management and Property Organization
- Authoring Household Manuals
- Staff Supervision and Vendor Management
- Event Planning, for up to 250 guests
- Concierge and Guest Services
- Advanced Housekeeper Training
- Wardrobe Organization and Valet Education
- Training for Formal and Informal Meal Service
- Wine Cellar Management
- Smart Home Technology: Savant, Crestron, and IoT
- Security Systems and Safety Protocols
- New York State Public Notary

### TECHNICAL EXPERTISE

PC and MAC Proficient ▪ Smartphones and Tablets ▪ Microsoft Office 365: Word, Excel, Outlook, OneNote, and PowerPoint ▪ Cloud Storage (Evernote, Box, Google Drive/Suite, and Dropbox) ▪ Residential and Commercial Security Systems ▪ Social Media

### EDUCATION & CERTIFICATIONS

Master of Business Administration | Dowling Institute of Dowling College January 2005  
 Bachelor of Science in Computer Science/Business Concentration | Utica College of Syracuse University May 1999  
 ServSafe Food Handler Certification expires 2023  
 Certificate of Household Management | Starkey Institute of Household Management April 2007  
 Qualifying Certification in Food Protection | City of New York Dept. of Health and Mental Hygiene August 2005  
 Certificate of Management | SUNY New Paltz and Baruch College May 2001

### PROFESSIONAL EXPERIENCE

**Consultant ▪ Luxury Lifestyle Manager | New York, NY Oct 2012-Present**  
*Offer fractional household management services, improvement of service standards, and on-demand lifestyle services to a select roster of individuals, their families, and their guests.*

- Evaluate the current service environment to identify potential difficulties within the household regarding staffing, training, scheduling, professional communications, and property management standards
- Create and update comprehensive standard operating procedures, complete with housekeeping instructions and preventative maintenance schedules
- Conduct research and analysis for special projects and provide regular reports to the family
- Oversee projects from individual room renovations to household system upgrades
- Coordinate the delivery of fine art, furnishings, wardrobe, floral arrangements, and desired amenities

- Develop business, office, and household procedure manuals to ensure consistency of service in all locations
- Design action plans to train staff members and increase overall performance and communication
- Prepare the residence for Principals' and guests' arrivals, from stocking supplies to managing staff
- Act as a concierge for guests, securing on-demand reservations, appointments, and special requests
- Provide 24/7 emergency response for maintenance and access concerns as the recognized Owner's Representative
- Deliver remote and in-person supervision and training of private service and hospitality staff
- Implement, update, and maintain COVID-19 protocols

**Executive Property Manager ▪ House Manager | Meso Scale Diagnostics | Potomac, MD** **May 2012-Oct 2012**

*Ensured that the residential compound and business center were maintained to support the Principals, their family, guests, and employees across multiple properties in Potomac, MD; Washington, DC; and New York, NY.*

- Established and maintained scheduling procedures for the family, staff, and vendor service
- Trained and supervised staff while coordinating projects with executive support staff and corporate office
- Coordinated remodel projects, sourced specialty vendors, and researched major purchases
- Prepared houses for frequent guest visits with smoothly planned logistics and concierge services
- Routinely inspected properties, recognized necessary repairs, and implemented maintenance programs

**House Manager ▪ Facilities Manager | Forest Glen, LLC | Potomac, MD** **Jun 2007-Feb 2012**

*Oversaw the smooth operation of the employer's residence and private museum, located on a 150+ acre estate with six buildings for a combined 42,000 square feet. Directly supported the principals and the Estate Manager.*

- Supervised daily operations of the local domestic staff and coordinated the activities of three additional residences in New York City, Maine, and St. Barthélemy
- Maintained extensive calendars and communicated upcoming events and maintenance to the family and staff
- Produced various events, from large-scale fundraisers to simple formal dinners and created post-event reports
- Performed VIP concierge duties for a 5-star luxury guesthouse and vacation homes for all guests
- Established and maintained the estate office, including extensive event records, building plans, and inventories
- Managed the purchase of equipment and supplies while negotiating with specialty contractors and vendors
- Cared for pets requiring vet care, grooming, medication, special diets, and international travel
- Developed household budgets and monitored personal and household related expenses

**EARLIER CAREER**

Executive/Personal Assistant	Integrated Strategies & Support	New York, NY	2006-2007
Rabbinic Executive/Personal Assistant	Congregation B'nai Jeshurun	New York, NY	2005-2006
Executive/Personal Assistant	Vanguard Personnel	New York, NY	2004-2007

**PROFESSIONAL ASSOCIATIONS**

Private Service Alliance	2022 - Present
5-Star Service Club   Founder and Lead Moderator	2021 - Present
National Black MBA Association   NY Metro Area Chapter	2018 - Present
Greater Hudson Heritage Network	2013 - Present
Domestic Estate Managers Association   DC Chapter VP, 2010; NY Chapter Membership, 2016	2010 - 2019
National Notary Association	2006 - Present
AmeriCorps Alumnae, Corporation for National Service	since 1996

**AWARD**

Domestic Estate Managers Association   Private Service Professional of the Year	2017
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