

Rod Moran grew up in Miami, FL. He is passionate about family and music; he loves spending time with his wife and kids and working on his house. He gets his culinary inspiration from his grandmother who taught him some family dishes and graduated from Johnson and Wales in Culinary arts in North Miami, FL.

He got a job with Intercontinental Hotels in Miami and later in Atlanta, GA. Working his way up in the kitchen through various positions from prep cook to banquet Chef he learned that dedication and consistency pays off while honing his interpersonal skills. He helped RATIONAL USA promote their brand at the NRA show in Chicago, IL back in 2006 and worked for them for four years in the Southeast doing cooking demos as well as building relationships with Chefs and people connecting with them through the love of food. He is a content marketing and sales professional that creates rich media online through social media platforms as Instagram and LinkedIn. Previously, Rod Moran served as a Restaurant Consultant and sales manager for a food distributing company in Atlanta.

**Course Title:** A Designer's Survival Guide - Chapter 1: The Transformation of the Luxury Kitchen Consumer

**Affiliation Approvals:** AIA, IDCEC (ASID), NKBA

**Length:** 1 Hour

**Description:** Today's affluent consumer's values and ideals are shifting, and we set out to define them. After an in-depth study with Architectural Digest and Conde Nast, we have cracked the code of consumers behaviors and trends. This course will help you navigate those waters and begin the process to meet their needs.

**Objectives:**

- Understand the shift in the luxury consumer's values
- Understand the transformation of the luxury kitchen and how to adapt