



Title of Job Vice President - Brand Management

LOCATION: PA

Posted: Sept 07

SUMMARY: The Company develops and manages multi concept/multi unit brand portfolio consisting today of 500+ units with potential growth of up to 750 units within two years (company owned and Franchised) with sales of over 65M today growing to 100M within two years. Directs group's research, marketing, culinary and operations support efforts. Leads comparable store sales strategy, development, training, and measurement. Responsible for research to understand market trends, customer and client wants and needs, customer purchasing habits, and elements of satisfaction. Supervises training, program and promotional development to drive organic growth comparable store sales growth, customer satisfaction and positive public relations. Directs culinary development and training. Serves as a liaison to corporate procurement. responsible for research and intervention in support of unit based planning to improve performance and satisfaction. Leads the design process of all internal and external brand prototype development - (franchisee stores).

RESPONSIBILITIES: Leads the development and execution of strategies that establish a strong brand identity for the Brands in the marketplace. Monitors market trends and identifies appropriate target markets. Guides product and service offerings through the product life cycle.

REQUIREMENTS: 10 plus years of leadership in marketing with a strong brand or brands in the restaurant industry. Must have concept and menu development prowess as well as viable exposures directing a culinary team. Strong interpersonal skills and good understanding of operations a must.

EDUCATION: Minimum BA in marketing or related

SALARY: \$130k to \$150k 35% bonus + + + + +

Consultant: Bob Gershberg

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Dick Wray shall provide equal employment opportunity to all qualified candidates, and will refer candidates without regard to race, color, religion, national origin, sex, age, disability, veteran candidates without regard to race, color, religion, national origin, sex, age, disability, veteran status or any other legally protected basis. Dick Wray shall comply with all applicable laws, rules and regulations in the performance of duties pursuant to this Agreement, including but not limited to, Title VII of the Civil Rights Act, the Age Discrimination in Employment Act, the Americans with Disabilities Act, and state and local anti-discrimination laws to the extent applicable.