



Title of Job **Brand Leader**

LOCATION: West

Posted: January 2009

SUMMARY:

The Brand Leader will be responsible for the execution and profitability of all operations, as well as be an integral member for setting the strategic vision, direction and execution of all corporate and franchised initiatives. The Brand Leader will foster a team building environment necessary to grow the organization from its current state of 70+ units towards the 300+ unit mark. The Brand Leader will provide the overall leadership for setting growth initiatives and will continue to foster corporate and franchise development initiatives throughout the region.

RESPONSIBILITIES:

- Works with the executive leadership team to grow the company beyond current unit, location, and brand levels.
- Provides the vision and supporting direction to achieve corporate initiatives and profitability goals.
- Grow the existing Franchise Program beyond its current levels for all brands and concepts.
- Identifies corporate operational and financial opportunities to positively impact future growth.
- Plays a central role for organizing, planning, and developing all brands beyond current levels.
- Establishes a unified vision for all brands and corporate initiatives.
- Develops strong partnerships and fosters accountability for all direct reports.

REQUIREMENTS:

- 10+ years experience in a leadership role with strong restaurant companies.
- Track record of growing a brand from its infancy stage to a 300+ unit presence.
- 3-5 yrs of senior level operations experiences for a multi-brand, multi-concept, national and international restaurant company.
- Strong entrepreneurial background, and viable franchise relationship exposures.
- Team-builder, strategic and passionate about food.
- Demonstrates knowledge of corporate standards, leadership skills, and strategic thinking.

EDUCATION: A Bachelor's degree. An MBA is a plus.

SALARY: Commensurate with experience

Consultant: David Ulrich

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