

Baja Fresh Hires New Director of Marketing

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Baja Fresh Mexican Grill, the California-based fast casual fresh Mexican chain, announced today the addition of Jerry de Lucia to their executive team as their new Director of Marketing.

Jerry will be responsible for overseeing all marketing operations for expanding the company's brand strategy and implementation going forward.

De Lucia brings his years of marketing experience from various restaurant chains, most recently employed by Catalina Restaurant Corporation, the operators of Coco's and Carrows restaurants, in Carlsbad, Calif. De Lucia also has spent past time at the Rusty Pelican Restaurants, Stuart Anderson's Black Angus Restaurants, El Torito and Associated Hosts Restaurants.

'Baja Fresh has always valued and been know for its reputation for freshness, and we want to expand choices for our valued customers,' said James Walker, President, Baja Fresh. 'De Lucia's role will be key at this crossroads - highlighting our new restaurant initiatives to improve the customer experience - such as a reduction in food wait time, new bolder flavored dishes, more options at the salsa bar and an expansion on online ordering and heightening our brand equity overall.'

Founded in 1990 and headquartered in Thousand Oaks, Calif., Baja Fresh operates or franchises 292 restaurants nationwide.

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