

Baja Fresh Hires New Director of Operations Services

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Restaurant Industry Veteran Joins Baja Fresh Executive Team

Baja Fresh Mexican Grill, the California-based quick and casual fresh Mexican food chain, announced today the hiring of Jim Hicks as the new Director of Operations Services. He joins the company with 25 years experience in operations services and training.

As Director of Operations Services, Hicks will lead the development and implementation of process improvement initiatives and manage new product roll outs. He is also now responsible for creating and managing systems and processes to improve speed of service and guest satisfaction, by improving efficiency of restaurant operations. He will also lead the training department.

'Jim's extensive restaurant experience speaks for itself,' said James Walker, President, Baja Fresh. 'We are excited to see the new program initiatives he comes up with and implements.'

Hicks most recently served as Director of Operations for National Everclean Services, a food safety and sanitation inspection, training and consulting firm. Prior to that, he worked at El Pollo Loco as the director of training and operations services, where he managed the roll out of a new point-of-sale system, development of systems to improve restaurant operations and coordinated new product testing and roll-outs. Before that, he was vice president of operations services for Prandium, the former owner of Hamburger Hamlet, Koo Koo Roo and Chi Chi's Mexican Restaurants, where he streamlined and managed the produce development process for the company's three brands and led initiatives to improve profitability. At his first position in the industry, he was the market manager for Taco Bell, where he supervised restaurants in Orange County and the Inland Empire and managed field training for Southern California and Arizona.

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