

Baja Fresh Hires New Manager of Information of Technology to Help with Company and Infrastructure Expansion
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Mr. Yu to Play Critical Role in Helping Baja Fresh and La Salsa Leverage and Manage IT Investments to Ensure Continued Business Success

California-based Baja Fresh Mexican Grill, voted the Platinum award-winning Mexican Chain in America by Restaurants & Institutions, announced today it has hired Harry Yu as its new manager of Information Technology (IT). Mr. Yu brings vast experience in helping organizations manage and leverage their IT investments and ensure IT maps to strategic business initiatives.

'As we continue to grow our business, add new locations and franchisees, technology is becoming more important to our everyday operations,' said James Walker, president, Baja Fresh. 'Harry brings years of expertise to Baja Fresh and La Salsa to run a world class IT infrastructure and operations and help the company leverage its technology investments to their full potential.'

As the manager of IT for Baja Fresh and La Salsa, Mr. Yu will be responsible for the overall management of the IT infrastructure and organization and aid the company expand the use of technology across the organization. Mr. Yu will also make strategic IT investments and help the company leverage its infrastructure to ensure business success.

Prior to joining Baja Fresh, Mr. Yu was the IT manager for Rock-Ola Manufacturing Co., an 80-year-old jukebox manufacturer. At Rock-Ola, he was responsible for developing the in-house IT department, evaluate and improve network and system efficiency, improve all levels of IT security and help develop IT policy and procedures. He also worked for Orly International, a cosmetic manufacturer where he helped re-shape and improve the company's network and system infrastructure. Mr. Yu has also spent time as a freelance systems and network consultant and Web designer for small companies.

'Baja Fresh is a world class organization and has strategic expansion goals requiring a whole new level of reliance on technology and ensuring that IT maps to their business objectives,' said Harry Yu. 'I am looking forward to combining my passion for technology and business to help Baja Fresh take their IT infrastructure to the next level.'

Mr. Yu was born in Fujian, China and is fluent in both Mandarin and Cantonese. He fell in love with computers at a young age and decided to move to California at the age of 19 to study Computer Technology and follow his passion. Mr. Yu studied Computer Science at Pierce College in Los Angeles and earned a bachelor's degree in Information Systems from California State University Northridge (CSUN) in 2001.

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