

Craig Cunningham Named Vice President of Brand Marketing for T.G.I. Friday's USA

2008-09-19

Cunningham, who will report to Jordan, will be responsible for all aspects of T.G.I. Friday's USA's marketing, advertising and promotion development as well as menu and pricing strategy.

T.G.I. Friday's(R) restaurants recently named marketing industry veteran Craig Cunningham Vice President of Brand Marketing for T.G.I. Friday's USA.

"We are very excited to welcome Craig to T.G.I. Friday's," said Andrew Jordan, senior vice president of marketing for T.G.I. Friday's USA. "Craig has tremendous experience in a variety of capacities and a wealth of knowledge we feel will benefit the T.G.I. Friday's USA brand greatly."

Cunningham, who will report to Jordan, will be responsible for all aspects of T.G.I. Friday's USA's marketing, advertising and promotion development as well as menu and pricing strategy.

Cunningham was most recently vice president of marketing for Accor's business and leisure division where he was responsible for regional brand and field marketing for Sofitel Luxury Hotels in North and South America and Novotel Hotels in North America. In addition to Accor, Cunningham has also held leadership roles with Wyndham Hotels & Resorts and The Richards Group.

Carlson Restaurants Worldwide Inc., the parent company of T.G.I. Friday's Inc., is a privately held company owned by Minneapolis-based Carlson, a world leader in the hospitality, travel and marketing industries. As of September 2008, Carlson Restaurants Worldwide owns, operates, franchises or licenses more than 1,000 restaurants in 60 countries.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34672.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html