



Captain D's appoints local marketing leader

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Captain D's has named Margo Mize as senior director of local store marketing.

Mize joins the Captain D's team after working as director of marketing for Fatz Café Restaurants, where she developed an extensive marketing strategy for 47 restaurants throughout the Southeast.

"We are excited to have Margo join the marketing team, as she is adding a tremendous amount of experience working on local marketing initiatives with various brands in the franchising industry," said Phil Greifeld, CEO. "In an effort to strengthen our presence in local markets and continue bringing new tools for our franchisees, Margo will spearhead initiatives locally by creating effective ways to increase market share."

In her new position with Captain D's, Mize will focus on local market campaigns while working with Captain D's regional marketing managers, field operations teams and restaurant owners. Mize will develop and execute field marketing tactics to help organize, communicate and track results to increase traffic flows.

"Joining the Captain D's team as the senior director of Local Store Marketing was a great career move for me because the brand is iconic and successful. Captain D's has incredibly loyal customers who are passionate about the future of the brand" Mize said.

Mize's resume includes experience with Café Enterprises, SmileMakers and Ryan's Restaurant.

Mize's appointment is the latest in [a series](#) of new hires by Greifeld, including Joanne Kemp, director of Quality Assurance; Monte Jump, executive vice president of Marketing; Janet Duckham, vice president of Procurement; Michael Lippert, executive vice president of Operations; and Peter Gibbons, VP of Product Development.

"This is an exciting year for the Captain D's brand, as we are laying the foundation of a strong executive team and building a growth strategy for the remainder of 2011 and beyond," Greifeld said.

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