

MARK KATZ

Mark is responsible for all Site Selection services provided by CHAIN ASSOCIATES, LLC, including Site Selection Modeling, Trading Area Analysis, Market Penetration Studies and Tactical Roll-out Plans. These services will identify and evaluate prospective locations and markets for the expansion of existing restaurant concepts, the assessment of existing store performance versus market potential, launch sites of start-up concepts, and the impact of changing of an existing concept to a new concept.

Experience

Mark has worked in all types of restaurant environments and has been involved in all aspects of marketing. His particular areas of strength include site selection modeling and trading area analysis, market area development, strategic marketing planning, consumer research, customer relationship management, advertising and media planning.

As the Director of Advertising and Consumer Research for Lettuce Entertain You Restaurants from 1995 through 2002, Mark developed a unique Site Selection Modeling process that forms the nucleus of his consulting efforts today with CHAIN ASSOCIATES, LLC. Since 2002, Mark has provided site selection evaluations to various Lettuce restaurant concepts, including Wildfire, Shaw's Crab House, Mon Ami Gabi and Big Bowl Asian Kitchen.

In addition, Mark has provided site selection services to this diverse list of restaurant concepts: Maggiano's Little Italy, Ruth's Chris Steak House, Mike Shannon's Steaks & Seafood, Krispy Kreme, Arby's Restaurants, Bojangles Chicken & Biscuits, Grazies Italian Grill, El Pato Mexican Restaurants, Niche Restaurant, The Anvil Club, Marsha Brown Restaurants, Keefer's Restaurant, Flat Top Grill, JumBurrito Mexican Restaurants, Entourage on American Lane, Philander's Restaurant, Rudy's Country Store and BBQ, Mac's Dixie Roadhouse, NBC Tower, El Papalote, Tomatillo's and Hog Wild Pit BBQ.

Earlier in his career, Mark held the position of Vice President/Director of Marketing for the following chains: Fuddrucker's, Charlie Brown's, Red Robin Gourmet Burgers, Denny's, and Shakey's Pizza.

Trade Publishing

Mark has been recognized numerous times for his various accomplishments by industry trade publications and related industry organizations, including a third-place Best Practices Award at the 2001 Precision Marketing Conference hosted by Claritas, Incorporated. In November, 2003, Mark conducted a one-week "teaching module" as a guest lecturer at the prestigious Ecole Hoteliere de Lausanne in Switzerland on the topic of "Database Marketing – Building Customer Loyalty". Periodically, Mark teaches a "Menus & Facilities" class at Kendall College in Chicago, an institution specializing in the hospitality industry and culinary arts.

Education

Mark received a Bachelor of Science Degree in Advertising from the University of Illinois in Champaign/Urbana, graduating as a 4-year James Scholar and member of the Kappa Tau Alpha High Honor Society.