

F. WARREN ELLISH



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F. Warren Elish is a senior marketing executive with over 30 years of client and consulting experience in consumer products, restaurants, dental marketing and retailing. He is a renowned practitioner, lecturer and speaker on brand positioning and is a member of the marketing faculty at Cornell University's Johnson Graduate School of Management. Elish was named to the Advertising Age "Marketing 100 – the superstars of US marketing". Major accomplishments include the launch of one of America's hottest retail concepts and its subsequent IPO, the turnaround of a flagship consumer product, the positioning of hundreds of well known brands, the launch of numerous new products and concepts, and the development of a long list of programs which have driven profitable increases in customer traffic.

In 1995, Mr. Elish founded his own company, Elish Marketing Group LLC, a marketing consulting and integrated services company with a successful track record of assisting the senior leadership of highly competitive multi-unit businesses generate high returns on investment based on a strategic focus to drive profitable traffic and product mix. A significant amount of his work has been with start-up, emerging and turnaround businesses. He has launched many new brands and concepts that became successful growth businesses while also revitalizing many once formidable brands that lost their way to become strong competitors once again. EMG's core practice areas include: brand positioning, restaurant marketing, dental marketing, franchise marketing, retail marketing and consumer products marketing. Clients include Garden Fresh Restaurants (Souplantation/Sweet Tomatoes), American Blue Ribbon Holdings (Village Inn, Bakers Square, Max & Erma's), National Coney Island, Season's Pizza, Great Wolf Resorts, Tai Pak, The Mayo Clinic, Salsarita's Fresh Mexican Cantina, OSI Restaurant Partners (Carrabba's), "New" Bennigan's, Restaurants on the Run, Brinker International (eatZi's, Corner Bakery, Big Bowl), Interim HealthCare, QuantiSense, Kinseth Hospitality, Trasonic Systems, Rock Bottom Restaurants (Old Chicago), Pacifico's (Centre World Class Aveda Salons), Perkins, Applejack Wine and Spirits, Naturipe Farms, Denny's, Rich Melman/Lettuce Entertain You Enterprises, Marie Callender's, Comprehensive Dental Care, SpinCycle Coin Laundry, PDQuick, Fresh City, Arbor Dental Group, Maggie Moo's, Meadows Dental Group, Quaker Steak & Lube, Meyer & Lydiatt Family Dentistry, Spa Sydel, Aspenwood Dental, UFood Grill, Chart House Restaurants, K&H Windows and Discovery Maps International.

Prior to forming his own business, Elish was a founding partner and Vice President of Marketing for Boston Chicken Inc., where he served as a member of the core start-up executive team. While at Boston Chicken (Market), he created the foundation for a new brand in a significant new retail category (home meal replacement). Mr. Elish established branding, positioning (including the repositioning to Boston Market), corporate identity and all aspects of advertising, promotion and public relations for the brand. During his tenure, store growth went from 35 stores to over 800 stores with system-wide revenue growing from \$35 million to \$1 billion.

Elish has also served as Vice President of Marketing and a member of the executive committee for Red Lobster Restaurants (then a division of General Mills Inc.). At Red Lobster he was responsible for the marketing efforts of the nation's largest dinner house restaurant chain and was recognized by General Mills management for his speed and innovation while building sales that outpaced the industry. He also led the company's first multi-functional task force to enhance quality and consumer value, and strengthen Red Lobster's position in the marketplace - - resulting in increases in value perception for food quality, service and intent to revisit.

Other experience includes: Vice President of Marketing for Luzianne Blue Plate Foods (Reily Foods), Director of New Product Marketing and Director of Marketing for Burger King Corporation (then a division of Pillsbury Co.), Director of New Products for Johnson & Johnson Baby Products Company, and various marketing positions of increasing responsibility with Frito Lay, Inc. (a division of PepsiCo).

Mr. Elish received both his BS and MBA from Cornell University. He currently serves on Cornell's School of Hotel Administration master's program advisory board and on the board of directors of Buffets, Inc., the nation's largest steak-buffet restaurant company. He has also served on the board of directors of Maggie Moo's International, a franchise chain of super premium ice cream retail stores.