



NEWS

FOR IMMEDIATE RELEASE

7/10/2017

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Jennifer Chasteen Promoted to VP of Brand Strategy & Activation

Industry Expert Brings Over 20 Years of Experience Linking Menu, Product Innovation, Guest Experience

Atlanta, GA – July 10, 2017— In keeping with its commitment to become the global franchisor of choice, [Church's Chicken®](#) has promoted [Jennifer Chasteen](#) to the newly-created position of Vice President of Brand Strategy & Activation.

Since joining the organization in 2015, Chasteen has served in progressive roles as Director of New Product Development and, most recently, as Senior Director of Brand & Product Strategy. Chasteen brings more than 20 years QSR and foodservice marketing expertise to the new role, in which she will lead multiple teams responsible for national calendar and product strategy, inclusive of regional and local field marketing activation.

“Jennifer has been instrumental in defining marketing strategies that amplify *Church's* purpose of creating great chicken experiences that guests love,” said [Hector Munoz](#), Executive Vice President and Global Chief Marketing Officer at *Church's*. “Paired with her deep activation expertise, that vision will now carry all the way through to the local marketplace.”

Chasteen is an alumnus of Arizona State University's Walter Cronkite School, where she graduated Magna Cum Laude with a Bachelor of Arts Degree in Journalism and Public Relations.

“I'm very excited to bring a strong, unified strategic marketing direction to life for *Church's*,” said Chasteen. “We have a terrific team that's committed to creating even more compelling consumer touch points across our national footprint and of course, building profitable sales for our restaurants.”

About Church's Chicken®

Founded in San Antonio, TX in 1952 by George W. Church, Church's Chicken® is one of the largest quick service restaurant chicken chains in the world. Church's® specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, Tender Strips®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. Church's® (along with its sister brand Texas Chicken® outside the Americas) has more than 1,600 locations in 27 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow Church's® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

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