

# HAVE *the* LOVE®



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## **CHURCH'S® NAMES AMANDA ROBBINS DIRECTOR OF FIELD MARKETING**

**ATLANTA, GA** – Amanda Robbins has been named the Director of Field Marketing for *Church's Chicken*®. Robbins joins the team as a results-driven marketing leader, boasting over 14 years of experience managing global, quick-service, and fast-casual brands. In her new role, Robbins will handle marketing strategy of company owned restaurants and operate as an integral business partner of a cross-functional team that is responsible for driving profitable sales and traffic in the Church's portfolio. She reports to Robyn Bailey, Vice President of Field Marketing.

Previously serving as the Senior Field Marketing Manager for Schlotzsky's, Robbins managed teams serving 200 franchisees and 360 restaurants. She served as the department lead for market specific media buyers, working in collaboration to create media strategies based on national goals. Seasoned in the franchisee communication and field marketing, Robbins is well-versed in creating brand level initiatives including value message strategies, catering loyalty programs and product roll out campaigns.

"Amanda brings a robust performance history in the world of quick-service field marketing to this team, said Robyn Bailey, Vice President of Field Marketing at *Church's Chicken*. "I am beyond confident in her ability to assist in the leading of our field teams and I look forward to her continued professional growth and success with the brand."

Robbins is responsible for the analysis of marketplace trends, such as menu performance, pricing trends, consumer activities, competitive activities, and promotional performance. She will work closely with the brand's media agency to ensure efficient, strategic media mix aimed to increase new guest visits and current guest frequency supportive of company objectives.

### **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 1,650 locations in 25 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit [www.churchs.com](http://www.churchs.com). Follow *Church's*® on Facebook at [www.facebook.com/churchschicken](http://www.facebook.com/churchschicken) and Twitter at [www.twitter.com/churchschicken](http://www.twitter.com/churchschicken).

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