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## **Leading Quick Service Restaurant Appoints New Brand Leader**

*Charley's Grilled Subs Appoints James Pa as New Vice President of Brand Management*

**Columbus, OH** (July 9, 2009) – Charley's Grilled Subs has recently appointed James Pa as its new Vice President of Brand Management. Pa will be responsible for championing initiatives that drive brand awareness, enable the business to be more relevant to its loyal guests and highlight the company's brand intangibles (core values).

Previously, Pa served as the brand's leader of innovation and brand strategy. Upon joining Charley's in 2006, Pa initially served as Director of Operations for two years prior to being promoted to Senior Director of Marketing. In these roles, Pa acted as a steward for the Charley's brand, ensuring quality and consistency at franchised locations across the globe. Before joining the Charley's family, Pa worked as a professional consultant; designing and implementing the world's largest Customer Relationship Management solution with IBM Global Services. Pa also spent time as the youngest franchisee to be approved for a leading competitor in the QSR sub sandwich category.

"After three outstanding years with Charley's, I am thrilled to be named VP of Brand Management," said Pa. "In this new position, my primary goal is to uphold the integrity of the Charley's brand, reinforce company's soft attributes and ensure that our loyal guests continue to recognize value in our core offerings and services. Also, when people think Philly Steaks, I want them to think Charley's Grilled Subs and vice-versa. The goal is to make the two synonymous."

Founded more than 20 years ago, Charley's Grilled Subs continues to expand and gain loyal customers who equate the Charley's brand with high quality, great taste and consistently superior service. Charley's Grilled Subs distinguishes itself from other subs with its signature grilled flavor completing the taste of every sandwich. Charley's mix of real dairy cheeses, freshly sliced vegetables and 100 percent USDA choice steak serves as the foundation for a great sandwich.

### **About Charley's Grilled Subs**

Headquartered in Columbus, Ohio, Charley's Grilled Subs has more than 382 locations worldwide, boasting 41 states and 11 countries. Founded in 1986, Charley's Grilled Subs is best known for its made-to-order, signature Philly CheeseSteak and other steak, chicken and deli subs, gourmet fries and freshly squeezed lemonade. Over 90 percent of Charley's Grilled Subs restaurants are independently owned and operated by local franchisees. The restaurant chain has been recognized as the top of more than ten national lists for successful franchising, entrepreneurship and management in its 22 years of business. For more information, visit [www.Charleys.com](http://www.Charleys.com).