



Doug Reifschneider

Partner & CMO

About Doug

A dynamic results-oriented, data-driven professional, Douglas drives nationwide growth through the creation and delivery of unique, creative brand strategies enhancing customer affinity and market position. With 25+ years of executive marketing experience, he strengthens brand equity with resonating positioning strategies via successful marketing programs and innovative marketing campaigns that boost revenues. An innovative leader with strong team building and collaboration skills, his strategic initiatives generate substantial shareholder and franchisee value, and open new revenue opportunities.

How Doug has Helped Businesses Grow

- Achieved a 4X increase in locations, generating \$684M in revenues and 19.4% average annual sales growth at Firehouse Restaurant Group.
- Delivered sustained increase in comparable restaurant sales and drove system demand for an additional 500+ locations by influencing 86% of restaurants to double DMA contributions that funded marketing initiatives.
- Achieved a 10.7% lift in the average check and a 69% increase in member visits and curated highly actionable marketing data with a new loyalty platform.
- Opened a new \$9.2M revenue channel by securing nationwide distribution for gift cards at 7K+ retail locations.
- Generated a 10.8% lift and 3.78X ROI to budget hiring a new agency and producing a regional multiplatform promotion at Pita Pit.
- Increased Instagram base by 22.9% YoY, with a 232% increase in post engagements across all social media.
- Generated a +8.6% sales trend improvement and +9.4% guest count trend change in the Phoenix test market partnering with the culinary team, operations, purchasing and financial analysts at Fazoli's.

Executive Marketing Experience

- VP of Marketing, Pita Pit, USA
- VP, Marketing, Firehouse Restaurant Group, Inc.
- Director of Field Marketing, Fazoli's System Management, LLC
- VP of Client Services, Brann Forbes (Pizza Hut account)
- Director of Marketing (Area), Hardee's Food Systems Inc.
- Steering Committee Member, National Restaurant Association's Marketing Executive Group (MEG)

Expertise

Industry Experience

- Retail
- Food & Beverage
- Consumer Goods
- Hospitality/Travel/Entertainment

Specialties

- Market/Consumer Insight
- Brand Strategy/Refresh
- Positioning & Messaging

Contact Information

Doug Reifschneider
Phone: 904.588.3030
dreifschneider@chiefoutsiders.com
www.chiefoutsiders.com

Published Works

- [Buying Local: How Multi-Unit CEOs Can Win at Marketing in Anytown, U.S.A.](#)
- [CEO Preparedness Guide for the Post-Pandemic Recovery: Avoiding the Ad-Budget Ax](#)
- [Are Fractional CMOs Only Good for Strategy?](#)
- [Building Portco Resiliency Right Now](#)
- [Keeping Up With Technology](#)
- [How Should Restaurants Deal with Coronavirus Consequences?](#)
- [How will the restaurant industry be permanently changed by the coronavirus pandemic?](#)
- [The 7 Rs of Resiliency Programs](#)

Clients Served

- Doxy.me – Medical/Telemedicine
- Lenslock – Cameras/Law Enforcement
- CenterOak Partners – Home and Automotive Services
- Orange Coast Winery
- ATECH, Inc. - Commercial Kitchen Equipment Repair

Education

- B.S. Marketing, University of Nebraska - Lincoln