



## **IHOP® Restaurants Appoints Brad Haley As Chief Marketing Officer**

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### **Restaurant Industry Veteran to Bring Strategic Marketing Expertise and Bold Creativity to Iconic Brand**

GLENDALE, Calif., Aug. 8, 2017 /PRNewswire/ -- IHOP® Restaurants today announced the newest member of its executive team and breakfast club, Brad Haley, naming the industry veteran to the position of Senior Vice President and Chief Marketing Officer. In this role, Haley will be responsible for driving IHOP's marketing and culinary strategies, including oversight of the brand's core and promotional menus, leading the development of robust, integrated campaigns, and strengthening the brand's position as the all-day breakfast champion. Starting August 14, Haley will report directly to IHOP President Darren Rebelez.



"Brad is an exceptionally talented marketer who is uniquely qualified to lead our marketing and culinary efforts, bringing a bold vision to the development of our distinctive menus, integrated breakthrough campaigns, and omnichannel experience, all while grounding the strategy in what our core guests want and expect at IHOP," said Rebelez. "His award-winning industry experience, history of working collaboratively with franchise operators, and innovative approach are the perfect ingredients for the future success of this iconic brand."

Before joining IHOP, Haley most recently served as CMO of CKE Restaurants where he was responsible for all facets of marketing and public relations for the Carl's Jr. and Hardee's brands' more than 3,000 domestic restaurants. His leadership in brand positioning, traditional and digital advertising, social media, product development, merchandising, analytics, consumer insights, publicity, pricing, and promotions helped deliver award-winning campaigns and increased same-store sales for both brands.

"I am thrilled to be joining the IHOP family since the brand is so beloved and has truly become iconic in American culture," remarked Haley. "I love a great breakfast and, as the original, all-day breakfast leader, IHOP has always delivered that while putting a big smile on its guests' faces. I look forward to leading the talented marketing and culinary teams to help add several more great chapters to IHOP's long and successful history."

Haley will oversee the development of IHOP Restaurant's core and promotional menus; culinary pipeline; television, radio and digital advertising; point-of-sale creative; social media; merchandising; and public relations. Additionally, he will be responsible for bringing a sharp focus to further developing on- and off-premise dining for IHOP as well as delivering an enhanced guest experience at every touchpoint.

#### **ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC**

For nearly 60 years, IHOP has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items as well as meals under 600 calories. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. Today, there are more than 1,700 IHOP restaurants around the

world, including restaurants in all 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar and The Philippines. IHOP restaurants are franchised and operated by Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN) and its affiliates.



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