



Applebee's Appoints Michelle Chin as Chief Marketing Officer and Jay Wong as Chief Operations Officer

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PASADENA, Calif.--(BUSINESS WIRE)--Aug. 25, 2025-- Applebee's Neighborhood Grill + Bar is proud to announce the appointment of Michelle Chin as Chief Marketing Officer and Jerrold (Jay) Wong as Chief Operations Officer, reinforcing the brand's commitment to bold innovation, operational excellence, and long-term growth. Michelle will begin her role on Sept. 2, and Jay officially joins Applebee's on Sept. 15.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250825348990/en/>



Applebee's appoints Michelle Chin as Chief Marketing Officer.

Today's news builds upon recent momentum at the brand, which recently reported an increase in traffic and sales in Q2, and further supports Applebee's key priorities of strengthening its in-house marketing capabilities, expanding menu innovation, and enhancing the overall guest experience.

"Applebee's is an iconic brand, beloved by our guests, with one of the largest footprints of any restaurant brand," said John Peyton, President of Applebee's and CEO of Dine Brands. "This year, our team and franchisees have worked diligently against our key areas of focus to continually enhance the guest experience and attract the next generation of loyal Applebee's fans – reimaging our restaurants, enhancing our menu and value offerings, and connecting with our guests in deeper, more impactful ways. With these appointments, we're looking to accelerate that strategy, creating efficiencies and returning to growth."

Peyton continued, "Michelle and Jay bring world-class expertise and a deep passion for the Applebee's brand. Their leadership will elevate every aspect of the guest experience – from how we show up in culture to how we operate our restaurants."

Michelle Chin Joins Applebee's as Chief Marketing Officer

"Applebee's has a unique place in American culture—welcoming, familiar, and full of heart," said Michelle Chin. "I'm energized by the opportunity to build on that legacy by deepening guest engagement, evolving our brand presence, and driving bold, creative marketing that keeps Applebee's top of mind and top of table."

As Chief Marketing Officer, Chin will lead Applebee's full marketing strategy, including national advertising, digital and social media, menu innovation, and integrated campaigns. Her work will be grounded in data and insights, with a focus on elevating the brand, strengthening emotional connections with guests, and driving traffic through bold, captivating storytelling.

Chin brings more than 20 years of experience leading marketing and brand strategy for global consumer brands including Starbucks, Godiva, and Unilever, where she built high-performing teams and delivered impactful, insight-driven campaigns.

Jay Wong Joins Applebee's as Chief Operations Officer

"Applebee's is one of the most iconic names in American casual dining, with a rich history built on hospitality and community," said Jay Wong. "I'm thrilled to be joining this team, and look forward to helping us move faster, serve guests even better, and unlock new avenues for growth."

As Chief Operations Officer, Jay will focus on driving consistency, accelerating growth, and working closely with his team and franchisees to elevate restaurant performance and deliver a seamless guest experience across the system.

Wong brings extensive leadership experience from across the hospitality industry, having scaled global teams and led transformations at world-class brands including Four Seasons, Starwood/Marriott Hotels, and Exclusive Resorts.

About Applebee's®

As one of the world's largest casual dining brands, Applebee's Neighborhood Grill + Bar serves as America's kitchen table, offering guests a lively dining experience that combines simple, craveable American fare with classic drinks and local drafts. Applebee's makes it easy for family and friends to connect with one another, whether it's in a dining room or in the comfort of a living room, Eatin' Good in the Neighborhood™ is a familiar and affordable escape from the everyday. Applebee's restaurants are owned and operated by entrepreneurs dedicated to more than serving great food but also building up the communities that we call home. From raising money for local charities to hosting community fundraisers, Applebee's is always Doin' Good in the Neighborhood®. Applebee's and its franchise operations together consisted of 1,514 Applebee's restaurants in the United States, two U.S. territories and 15 countries outside the United States as of June 29, 2025. This number does not include 59 company-owned Applebee's restaurants, one domestic Applebee's ghost kitchen (small kitchens with no store-front presence, used to fill off-premise orders) and seven Applebee's international ghost kitchens. Applebee's is franchised by subsidiaries of Dine Brands Global Inc. [NYSE: DIN], which is one of the world's largest full-service restaurant companies.

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