



## **PAULA MACKENZIE APPOINTED CEO OF PIZZAEXPRESS**

Today (Friday 27th May) PizzaExpress is pleased to announce that Paula MacKenzie is appointed as CEO. She will join the company on Monday 6th June.

Paula has over 20 years' experience in transforming Food & Drinks businesses by unlocking the power of brands. She has worked for some of the world's most recognised and valued companies including KFC, Diageo, GSK and innocent. Most recently Paula has led the KFC business (part of Yum! Brands) in the UK and Ireland as MD, overseeing many transformational aspects of the business including the growth of Delivery & Ecommerce. She worked for Yum! Brands for 11 years in a range of senior executive roles including Chief Finance Officer, Chief Development Officer and Chief Marketing Officer. Paula is also a NED at B&M retail and a member of the advisory board for Pennies, the UK's leading fintech charity.

Paula is well-known for building talented, high-performing teams and empowering them to deliver bold, courageous work. As CEO she will lead a team of 10,000 people and work with a talented management team to fuel the next stage of growth for PizzaExpress – from digital transformation including the growth of the loyalty app to restaurant refurbishment.

**Allan Leighton Chairman of PizzaExpress said,** *“We are delighted that Paula will join the PizzaExpress team as CEO, she has a terrific track record of performance and importantly is a champion of Equality, Diversity, and Inclusion. I would like to thank Zoe Bowley and Jo Bennett for jointly leading the business during this interim period. Paula is joining at an exciting time for PizzaExpress and will work with our leadership team to drive priorities for growth, including an increased customer focus led by rapid digital transformation.”*

**Paula MacKenzie said,** *“PizzaExpress is a much loved, iconic brand, that holds a special place in the nation's heart. As someone who thrives on bringing brands to life, I'm thrilled to be working with Allan and the whole team at PizzaExpress leading this brand and business through its next chapter of growth. I cannot wait to get started and look forward to personally welcoming customers into our restaurants at a time where we are all reconnecting with the magic of eating out.”*

– ENDS –

### **Notes to Editors:**

For further information please contact the PR team at FTI Consulting:

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- PizzaExpress has been delivering great tasting pizza and good times since its founder Peter Boizot first introduced pizza to the UK at its first ever pizzeria in London's Soho in 1965. The brand was one of the first to adopt open kitchens showcasing the pizza expertise of its pizzaiolos, a format now seen across the country.
- PizzaExpress now has over 360 restaurants in the UK and Ireland, and 450 in total including HK, UAE and franchise operations across Asia, Middle East and Europe.
- The team is made up of 10,000 people across the UK and internationally.

- Last year, PizzaExpress Club, a market leading loyalty scheme, was launched as part of the brand's digital transformation. Read more here <https://www.pizzaexpress.com/club>
- In addition to dine-in and delivery, over 30 million PizzaExpress pizzas are sold in UK supermarkets every year.
- Find out more about Pizza Express here <https://www.pizzaexpress.com/about-us>