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# Press Release

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## **Sandelman & Associates appoints Paul Clarke Director of Marketing**

SAN CLEMENTE, CALIF. — Sandelman & Associates, the San Clemente, Calif.-based independent research company that provides the restaurant industry with credible and clear feedback from its customers, has announced the appointment of Paul Clarke as Director of Marketing. Clarke, 40, will manage the firm's marketing program, including direct marketing, Web and E-marketing, public relations and national sales at the firm's Chicago-area office.

“We are delighted Paul has joined Sandelman & Associates,” says Bob Sandelman, CEO of Sandelman & Associates. “Paul's extensive experience working with food and foodservice leaders will play a key role in the continued growth and overall marketing strategies of Sandelman & Associates.”

Clarke brings over 15 years of food and foodservice marketing communications experience to Sandelman. Prior to a stint at Ketchum, Clarke was Director of Marketing at Technomic Inc. in Chicago, where he managed marketing and corporate communications for the highly respected food and foodservice consultancy. At Technomic, Clarke worked with the management team to develop and promote several existing and successful new products, including proprietary consulting services and foodservice industry trend reports.

Before Technomic, Clarke was Vice President at Magnet Communications, a New York-based, national marketing communications agency. There, Clarke managed the Chicago office, which managed regional and national public relations campaigns for several foodservice clients, including Red Robin Gourmet Burgers, California Pizza Kitchen, Jamba Juice, Cornerstone Management and Consulting Inc. (which owns and operates Michael Jordan's Steakhouse, Wave, one sixtyblue) and several nationally recognized independent restaurants.

Prior to Magnet, Clarke was Vice President at ProVisions, a Chicago-based public relations agency with clients in foodservice, hospitality and retail. Before that, for nearly five years Clarke was editor of *Chef* magazine, a national foodservice trade publication read by 40,000 professional chefs. There he developed an editorial calendar to deliver trend analysis and field-tested business solutions to professional chefs and wrote monthly features about food and nutrition, marketing, management, leadership and foodservice industry trends.

Clarke also authored the book *Lessons in Excellence from Charlie Trotter* (Ten Speed Press, 1999), which has been recognized by the *New York Times*, *Newsweek*, *Food Arts*, *Restaurant Hospitality*, *Restaurants & Institutions*, *Chicago* magazine, *Chicago Sun-Times* and more.

Clarke earned an MBA and a bachelor of arts, cum laude, from Loyola University Chicago. He resides in Barrington, Ill., with his wife and four children.

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