Trifecta Management Group Names New Director of Marketing

Vigil brings innovative marketing techniques to drive results for clients

LOS ANGELES (February 20, 2020) – Trifecta Management Group (TMG), the premier entertainment/restaurant concept development and management firm, has announced a new Director of Marketing—Sarah Vigil.

In her new role, Vigil will design and support marketing and advertising efforts for the firm's clients across several diverse industries. She will also serve as Director of Marketing for TMG's marketing division, Trifecta Marketing Services (TMS), where she will oversee branding, marketing and client relations.

"Sarah has her finger on the pulse of a wide range of digital and social trends," said Bridget Smith, Partner and Chief Marketing Officer. "She understands what moves the needle for our clients and is skilled at creating smart, effective plans that incorporate best practices across all platforms."

As Director of Marketing for TMG and TMS, Vigil will work with clients to employ digital and social media tactics to build brands and drive sales. She draws on strong experience in the social and digital spaces and sharp project management skills.

Vigil has been with Trifecta Management Group since 2015, serving most recently as Senior Marketing Manager. In this role, she had great success acting as the lead on a variety of grand openings, re-branding efforts and development of new promotions.

Before joining the corporate group, Vigil began her career with hands-on experience at *plank*, the acclaimed entertainment and dining venue in the Bay Area. This in-venue background provides her with a valuable, practical foundation for new work on behalf of TMG and client businesses.

Sarah is a graduate of the University of California, Santa Cruz with a degree in Business Management. This education training allows her to view marketing and advertising efforts through the lens of a business owner, which she incorporates into all of her projects with TMG.

Trifecta Management Group brings broad and deep experience, providing management, marketing, consulting and culinary services to entertainment centers, restaurants and retail locations around the world.

For more information about Trifecta Management Group, visit: https://www.trifecta-mg.com/.

About Trifecta Management Group

Trifecta Management Group provides comprehensive management, consulting, marketing and training services for entertainment centers, restaurants and retail locations around the world. Trifecta's expertise in concept development, project management and culinary services has led to the development of numerous custom concepts. TMG, founded in 2005, has concepts ranging from 1,000 square foot restaurants to 100,000 square feet entertainment destinations. Trifecta has won numerous "best of" awards with recognition for custom concepts that include *plank®*, *Uptown Alley®*, *The Corner Alley®*, *Ten Pin Fun Center, The BLVD* and *Coyote Entertainment Center*. The company's newest division, Trifecta Marketing Services, creates solutions for businesses of all industries and sizes. For more information on Trifecta Management Group, visit: https://www.trifecta-mg.com/.

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