



## **Moving up the ladder, Rebecca Metzner promoted to Director of Sales & Marketing**

**LOS ANGELES (May 26, 2021)** – Trifecta Management Group (TMG), the premier entertainment/restaurant concept development and management firm, has announced the promotion of Rebecca Metzner to Director of Sales & Marketing.

Metzner has quickly become a vital part of the corporate Sales & Marketing Team for Trifecta Management Group. Rebecca has proven herself to be creative and highly organized and an effective communicator in all aspects of our business including brand development, promotional planning, training and event implementation.

In addition, she has been instrumental in the growth of Trifecta Marketing Services (TMS), a division of TMG which was launched in 2019, to serve small and medium-sized businesses with affordable marketing and sales services in a variety of industries, including entertainment, retail, film, healthcare, restaurants, upscale groceries, non-profits, etc.

“Rebecca’s hard work, enthusiasm and creativity have enriched the projects and clients she has worked with. Rebecca has led the branding and marketing efforts for our new *Dip Shack* concept; developed and implemented a new FEC opening; and established successful promotions with national and local charities, including Make-A-Wish. Rebecca is a champion on every project she is engaged with and provides a tremendous amount of experience and expertise for our clients,” said Bridget Smith, Partner/Chief Marketing Officer.

Metzner will use her experience in local marketing execution and group sales development and expansion for clients nationwide. As part of her new role, she will continue to provide sales and marketing expertise throughout our portfolio, as well as expand business development for TMS in the Midwest and East Coast.

Rebecca, who lives in Cincinnati, OH, joined Trifecta Management Group in late 2019. Since then, she has directed the marketing and sales efforts during the March 2021 opening of *LexLive* in Lexington, KY, as well as marketing and sales for FECs and restaurants around the country.

Trifecta Management Group brings significant experience to providing management, marketing, consulting and culinary services for 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 foot entertainment destinations. Trifecta has won numerous "best of" awards with recognition for custom concepts that include *plank*®, *Dip Shack*, *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/>.