



## **A Trifecta of Vice Presidents as Social Entertainment Company Advances Female Leadership Team**

### *Trifecta Management Group Announces Internal Promotions of Industry Veterans*

**Los Angeles, CA** – [Trifecta Management Group](#) (TMG) is excited to announce the simultaneous promotions of Rebecca Metzner, Sarah Vigil, and Kim Wheeler to Vice President. This trio brings more than 30 years of combined experience at the nationally acclaimed entertainment and restaurant concept development and management firm.

“Each of these executives has not only taken ownership of their respective areas but are also extremely instrumental in all aspects of Trifecta and are involved in growing the overall TMG business and brand,” said Ron Lam, a Managing Partner at TMG. “Of equal importance, they don’t stay in their lane, and their out-of-the-box thinking and ownership attitude have been extremely beneficial for TMG. On behalf of my partners, Bruce Nussbaum, Bridget Smith, and Pat Hart, we feel very fortunate to have this trio be part of our senior executive group that will help foster the vision and strategy for the company’s future.”

The promotions come as the company positions itself for significant growth, expanding its presence in not only the traditional retail entertainment space, but also new projects in other industries including a regional music concert venue, virtual entertainment, movie theaters, banquet/event spaces, elevated mini-golf, and sport complexes.

### **New Vice Presidents**

#### **Rebecca Metzner, Vice President, Sales & Marketing**

Metzner is the new Sales and Marketing Vice President for TMG. She will be responsible for marketing and sales activities, including brand creation, promotions development, group sales management and training, advertising, business development, and client relations. Metzner will spearhead the company’s design, brand development and consumer experience aspects for TMG and its clients. Metzner’s experience in advancing new business concepts, from idea to implementation will support her success in this role. She is a high-energy, fact-based professional, which has led to industry panels and speaking engagements.

Metzner’s unique blend of innate creative aptitude and strong analytical skills, along with customer-focused operating experience allow for her to approach TMG clients from a grounded, pragmatic level, offering a perspective that is easily relatable.

“Moving into this new role solidifies the fact that I’ve found my calling, and I’m right where I am supposed to be,” said Metzner. “I am grateful for my TMG family for providing me with the knowledge, expertise, and encouragement to think outside-the-box and allowing me to be involved in a plethora of projects. As the industry continues to transform and expand, I am excited to know that I will be involved and instrumental in that evolution.”

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Metzner brings more than nine years of experience in entertainment sales and marketing and has played a key role as the Director of Sales and Marketing for Axis Alley in Newport, Kentucky. During her tenure, Metzner proactively participated in the sales, marketing, and public relations departments, as well as day-to-day operations. Metzner received a bachelor's degree from the University of Kentucky, and resides in Cincinnati, Ohio.

#### Sarah Vigil, Vice President, Marketing

Vigil assumes the role of Marketing Vice President for TMG and will spearhead the development of marketing strategies for the firm, its clients, and its Trifecta Marketing Services division. As a member of the corporate group since 2015, she has led and contributed to numerous projects of varying size and scope, with a focus on digital media and data analysis.

As an expert in digital and social marketing, Vigil monitors the latest trends in the ever-changing landscape. She regularly researches and adopts new technologies, applications and software that will improve business. She partners with clients to develop, manage, and execute customized marketing strategies including advertising plans, promotional programs, photos, videos, and commercials. Her ability to communicate complex concepts and strategies has landed her speaking engagements at prominent tradeshows.

Vigil is well-respected throughout TMG, by its clients and the industry. She has taken a leadership role at Trifecta and is involved in market studies, venue openings, experience development and operations coordination.

"Starting my professional career with Trifecta and growing alongside the company has been fun and challenging," said Vigil. "Whether it's the clients we work with or the colleagues I work alongside, it's the people that make this job so rewarding. In this new leadership role, I look forward to receiving even more opportunities to educate others on marketing strategies and help them grow their businesses."

After graduating from the University of California, Santa Cruz, Vigil began her career within the group sales department at *plank*, the acclaimed entertainment and dining venue in the Bay Area. She resides in Seal Beach, California.

#### Kim Wheeler, Vice President, Team Development

Wheeler is the new Team Development Vice President for TMG. Wheeler's primary responsibilities will include the management of all training and development systems, management development, product rollouts, customization and implementation of training manuals and programs and new venue openings. She spearheads recruiting services for clients, both in and out of the industry.

Wheeler is enthusiastic, passionate and the consummate "people person" who has a clear understanding of the critical impact that culture, education, and training have on the success of a business. Her keen ability to establish programs and developmental techniques for TMG and its clients puts the company in a position to provide the best services in the industry. As an experienced public speaker, Wheeler has delivered presentations on an array of essential industry topics.

This past year, with a strong overall business acumen, Wheeler was very involved in launching a new TMG concept and providing day-to-day management in all aspects of the project.

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“Joining the Trifecta team in 2020 after seven years in the industry was an honor and a privilege,” said Wheeler. “The care and collaboration between departments showed me why our customers have so much trust in us. The humility and support from the partners, owners, colleagues, and clients are evident and heartfelt. I am filled with respect and gratitude to be a part of the leadership team at Trifecta.”

Prior to TMG, Wheeler was pursuing her passion for training and sales with TrainerTainment. Before that, she created and facilitated district-wide technology related training for the largest school districts in San Antonio, TX. She is a proud Air Force Veteran and resides in San Antonio, Texas.

For more information about Trifecta Management group visit [www.trifecta-mg.com](http://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®*, *Dip Shack®*, *LexLive*, *Uptown Alley®*, *The Corner Alley®*, *Ten Pin Fun Center*, *The BLVD* and *Coyote Entertainment Center*. Trifecta Marketing Services, the company’s marketing division, 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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