



Matt Lienhard gets VP Stripes

Leading social entertainment firm announces new Vice President

Agoura Hills, CA (May 18, 2022) – Trifecta Management Group (TMG), the nationally acclaimed entertainment and restaurant concept development and management firm, has announced the promotion of Matthew Lienhard to Vice President, Operations.

During his eight-year tenure with TMG, Mr. Lienhard has worked in a variety of roles for the company including GM at venues throughout the nation and consultant to TMG clients. Matt has been the firm's senior trouble-shooter and has spearheaded a number of operational efficiency projects. He is currently Director of Operations for the nationally acclaimed Aloma Bowling Centers (ABCs) of Orlando, Florida, which includes *Boardwalk Bowl*, the largest bowling/entertainment center in the Southeast and host of one of the largest league bowler bases in the country.



"We are excited to recognize Matt for his achievements. He has proven himself to be a skilled senior manager with great vision and communication skills," said Pat Hart, TMG Partner/COO. "He has a strong understanding of elevating the customer experience, in addition to delivering financial results for our venues. We are excited to expand his talents across our entire portfolio."

Day-to-day, Matt will continue in his role in overseeing the Aloma Bowling Center venues, where he has provided compelling, unwavering leadership through the pandemic, and is now experiencing record results for the group in 2022. In addition, with this promotion, Matt will be involved in other TMG endeavors, including new venue openings, diagnostic projects and market studies to support TMG's growth.

"I've had more than 20 years of experience in the entertainment/restaurant industry, but the past eight years with TMG have accelerated my growth as a professional immensely and have allowed me to cultivate relationships internally, with industry contacts, and with multiple high-valued partners," Matt said. "With this promotion, I plan to continue to drive the businesses of the Aloma Centers, TMG's prized partnership, and assist other clients in maximizing their stakeholder potential, exceeding

expectations on every project. I look forward to my continued growth with TMG, both personally and professionally.”

Prior to TMG, Matt served as General Manager for *Founding Farmers* (Washington, D.C.) and Area Director for the fast-casual brand & pizza (Washington, D.C.), in addition to working for brands such as *Marriott*, *Hillstone Restaurant Group* and numerous private country clubs.

Join us in congratulating Matt on this promotion!

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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