



## Jimmy Hayward Rises Through the Ranks

*Leading social entertainment firm announces new Vice President*

**Agoura Hills, CA (Jan 12, 2023)** – Jimmy Hayward has been promoted to Vice President, announced Trifecta Management Group (TMG), the nationally acclaimed entertainment and restaurant concept development and management firm.

Jimmy was the first employee hired by the founders of TMG shortly after its launch in 2005 and has been with the company ever since. Most recently, Jimmy has overseen TMG's Midwest operations, including the highly awarded Cowboy Food & Drink, a BBQ restaurant in the Cleveland, Ohio market, while also serving as Director for TMG's operational projects.

Before joining TMG, Jimmy held leadership positions at various restaurant and entertainment companies, including *Applebee's* and *GameWorks*. He has extensive experience in all aspects of the industry, including strategic planning, concept development, marketing, culinary services and training.

"We are thrilled to have Jimmy step into this new role as Vice President of Operations," said Pat Hart, TMG Partner/COO. "His wealth of experience and dedication to delivering superior operational performance make this promotion a natural. Jimmy is an executive who has gone through the ranks performing at an exceptional level-- the epitome of internal growth and success, which is the best type of promotion for us."

Jimmy will be responsible for overseeing the day-to-day operations of a range of TMG concepts, ensuring that the company continues to deliver the highest level of service to its clients and partners. We are confident that the businesses under his supervision will continue to thrive and grow.



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## 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/>.

### Media Contact

Bruce Nussbaum

818-879-7100

[bnussbaum@trifecta-mg.com](mailto:bnussbaum@trifecta-mg.com)