



Krystal® Executive to Present at MEG 2017 Conference

Director of Marketing Heather Schlesinger to Share Expertise in Leveraging Industry Partnerships

ATLANTA, GA, UNITED STATES, May 10, 2017 /EINPresswire.com/ -- The [Krystal](#) Company announced that its Director of Marketing for Calendar, Planning & Promotions, Heather Schlesinger, will be a featured presenter at the National Restaurant Association®, Marketing Executives Group ([MEG](#)) 2017 conference held on May 17 through May 19. MEG is a community of restaurant marketing professionals raising the level of industry excellence by connecting, inspiring, teaching and challenging each other through the exchange of ideas, thought leadership and best practices.

At the conference, Schlesinger will share her expertise in leveraging partnerships to escalate promotions, accelerate awareness and increase sales in a session entitled, Taking Your Promotions to the Next Level on Thursday, May 18 from 1:30 p.m. to 2:30 p.m. As Director of Marketing for Calendar, Planning & Promotions, Schlesinger has overseen a number of strategic partnerships, including the National Cattleman's Beef Association (NCBA) a contractor to the Beef Checkoff, [The McIlhenny Company](#), The Coca-Cola Company and others, to develop calendars rich with limited time offers alliances, special funding and exceptional results.

Krystal is famous for its iconic square hamburgers and has operated in the Southeast for more than 80 years.

"I'm very excited to be able to share my experiences with an exclusive network of my restaurant industry peers," said Schlesinger. "Partnerships have been integral to the success and longevity of the Krystal brand and I'm happy to help others create innovative partnerships and build lasting relationships."

Session attendees will learn how Schlesinger identifies, approaches and leverages relationships to develop record-breaking sales results.

Schlesinger began her career with The Krystal Company in the Brand Marketing & Research department in 2012. With a degree in Mass Communications from Boston University, a Master's Degree in Business Administration with a focus on marketing from Brenau University, and the completion of the Culinary Scholar program at Boston University, she is uniquely qualified to oversee relationships aimed at increasing guest engagement, enhancing customer perception, and driving sales and traffic. Schlesinger is also currently pursuing her PhD in Antioch University's program for Innovation and Leadership.

"Heather has been instrumental in this key aspect of Krystal's continued growth," said Jason Abelkop, Chief Marketing Officer of The Krystal Company. "She is a highly-valued member of our team and we're honored to be able to share her expertise with other industry marketing leaders."

About The Krystal Company

Founded in Chattanooga, Tennessee, in 1932, The Krystal Company is the oldest quick service

restaurant chain in the South. Its hamburgers are still served fresh and hot off the grill on the iconic square bun at more than 350 restaurants in 11 states. Krystal's Atlanta-based Restaurant Support Center serves a team of 6,000 employees. For more information, visit <http://www.Krystal.com> or <http://www.facebook.com/Krystal> or follow the brand on Twitter and Instagram @Krystal.

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