



Danielle Guzzetta – Chief Growth Hacker

With over 25 years of marketing expertise, including the past decade as an executive in the restaurant industry, Danielle's experience spans leadership roles such as Chief Marketing Officer at Anthony's Coal Fired Pizza, Senior Vice President of Growth Hacking at Smokey Bones, and Head of Marketing at TooJay's Deli & Bakery. Two years ago, Danielle founded RevGen Marketing to help restaurants unlock new revenue streams without added costs or operational strain. RevGen specialize in developing and executing catering programs that seamlessly drive incremental revenue straight to the bottom line.

Many franchise owners hesitate to launch catering programs, fearing financial investment, labor challenges, or disruptions to in-restaurant operations. But that's a misconception. With RevGen Marketing, owners can implement catering using their existing menu—no new SKUs, no startup costs, and no additional resources required.

Danielle handles the heavy lifting, so restaurants can focus on what they do best: serving their guests.

Danielle has successfully developed and executed numerous high-performing catering programs, including the most recent program for a 300+ unit restaurant group which generated \$2 million in incremental profit within the first 18 months.

If you are interested in a complimentary consultation, please go to

[Sales and Marketing Expert | RevGen Marketing](#) or email Danielle at danielle@revgenmktg.com