



## **TJ Schier Speaker Intro**

*(Typically I customize the last part to mention my favorite item of the restaurant I speak to)*

TJ Schier (SHEER) is the President and Founder of Incentivize Solutions, and SMART Restaurant Group. He owns over a dozen Which Wich Superior Sandwich locations and was their franchisee of the year in 2010. He utilizes cutting-edge hiring, guest survey and training methods in his company in his quest to build 'SMART' restaurants and prove out the theories he speaks about to managers and owners.

He has written four books including 'The SMART Restaurant Guide to Effective Foodservice Operations' and over 100 articles on guest service and motivating today's generation. He is a past contributing editor for QSR Magazine as well as a past president of the Council of Hotel & Restaurant Trainers (CHART).

He has a BBA and MBA from the University of Texas, speaks dozens of times per year at manager and franchise conferences and resides in Dallas/Ft Worth with his family. Please help me in welcoming TJ SHEER...