

# 2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM  
FRANCHISING

# Technology Evolved

Technology Evolved how to evaluate new Products/Services, Modernization/Remodels, New Technology and what happens when you need to change?



# Your Host for Today

**30** TOP  
2024 MOVERS  
& SHAKERS  
IN CATERING

Presented by **Q&A** | **LS** Lunchbox

[Read the List >](#)



Sam Stanovich

**Samuel D. Stanovich**

SVP Franchise Leadership and Alliances  
Big Chicken



Leading Global Development of Big Chicken and its strategic  
Alliances and Partnerships.



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Marina didn't just step into franchising—she *jumped in* and never looked back! From her early days at Subway to leading tech transformations at ServiceMaster and Tropical Smoothie Cafe, she's made it her mission to help franchisees thrive.

She's not your typical IT leader—big personality, high energy, and all about making technology work *for* people, not against them. Whether it's POS, back-office tools, or the latest customer tech, Marina believes tech should drive growth, not headaches.

Her motto? **When franchisees win, everyone wins.** So, get ready for insights, laughs, and a whole new way to think about tech in franchising!



Marina O'Rourke

Sr. Engagement Manager

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# SCOTT TAYLOR CHERRY BOUNCE MANAGEMENT

Over 25 years in full-service restaurant franchising.

Adjunct professor for hospitality at the University of Florida

We focus on emerging restaurant brands and legacy brands.

Our approach is “Intentional Hospitality” both as operators and as a franchisor

We embrace a brand’s essence and do not homogenize

Currently offering franchise and license agreements across multiple brands

Excitement around bar franchising with the strongest focus on beverage

*Party Fowl*





## Troy Hooper

CEO- Hot Palette America Inc  
Co-CEO Global Brand Pepper Lunch



Leading the North American division of a global restaurant brand to accelerate growth at the unit level and expand the footprint of locations across the U.S., Canada, and their territories.

Hot Palette is the parent company of multiple restaurant brands across all service models. Pepper Lunch is the flagship brand with over 500 locations in 17 countries. The brand continues to see rapid expansion across Asia with its eye on growth now in Western countries, which is grounded in its success with 7 in North America (Vancouver).

# HOW TO PROMOTE YOUR SESSIONS

- Like what your hearing, share with:
- Use **#IFACon2025** and tag **@Franchising411** on Twitter and Instagram
- Use **#Food4Thought** and **#ittakesavillage** on LinkedIn







# AI

EMEMING  
APIS  
TECHNOLOGY

VEUABLE  
INSIGHTS

## CUTTING THROUGH THE HYPE

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# TECH AS A BRIDGE



AI  
AUTOMATION

&  
AI

BUSINESS  
CONSIDERATIONS

COST,  
UPDATES

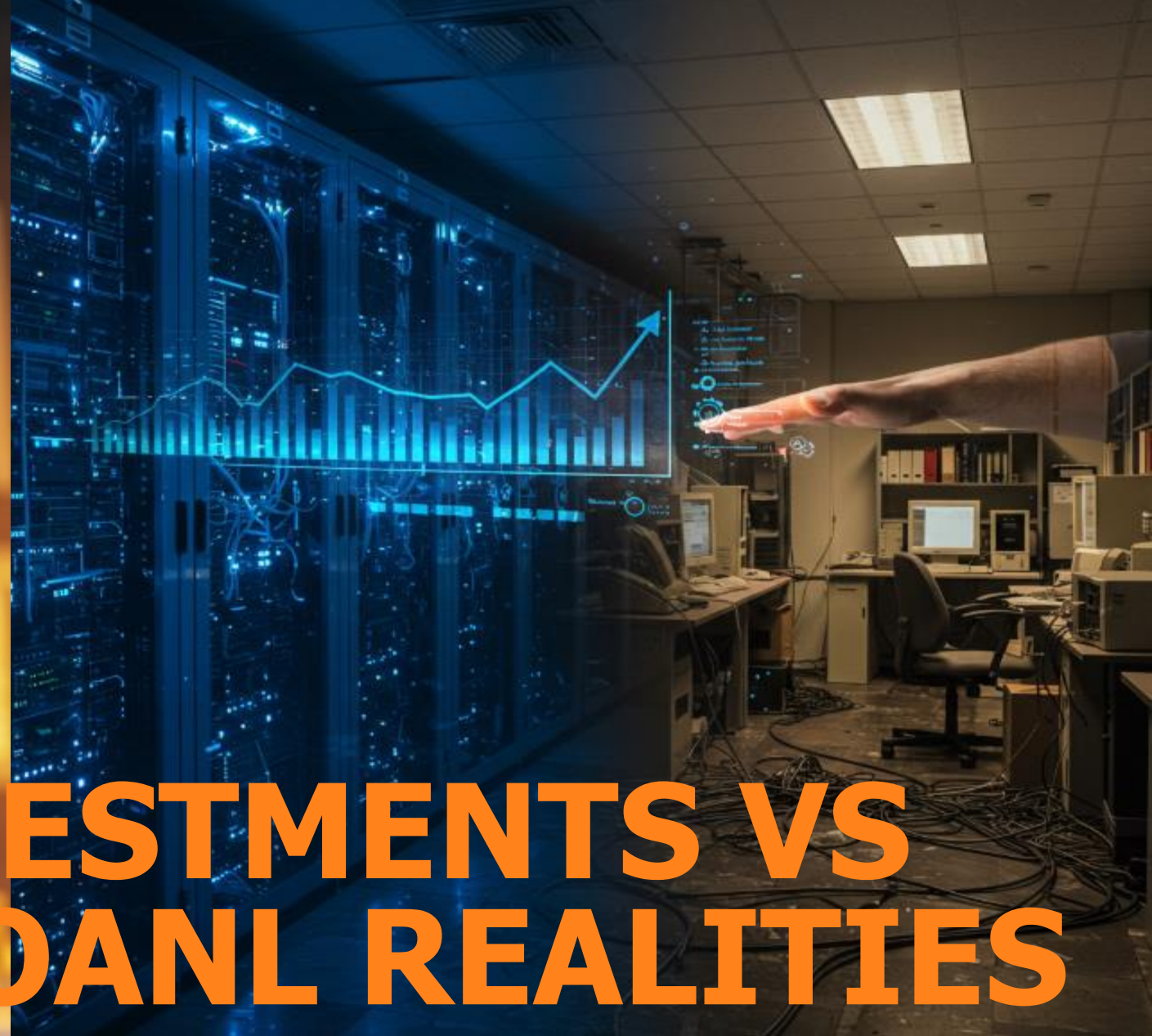


# BALANCING INNOVATION WITH PRACTICALITY

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# TECH INVESTMENTS VS OPERATIONANL REALITIES



# SMART Tech Negation Tips

- RFIS\ RFU\ RFP
- Rebates Available
- Dealing with outdated equipment and updates
- Define Data that is included in detail (E.g. Sales, customer)
- Who can help?
  - IFBTA (International Food and Beverage Technology) Community





**#Food4Thought #IFACon2025 #Franchising411**

