CORPORATE INSIGHT:

We have just launched our Retail Excellence, which is a 24/7 access Web-based YouTube training with all of our offers. These videos are 5–10 minutes long and help our restaurant teams to understand what our new offers are. We know that people don’t use manuals anymore — if you want an answer on how to do something, you can simply Google it. We believe that today’s restaurant managers are looking for a resource that offers both in-depth details about our offers and a short summary of what is available. Our Retail Excellence program provides both, making it a valuable tool for our teams.

How has your marketing approach changed with the current economic climate?

Sodexo is committed to being a leader in sustainability throughout our company. SEED experts participate in regular Webinar trainings and in-person seminars, focusing on four key areas: energy & carbon, water, waste, and sustainable & healthy food and environments. Sodexo currently has over one billion this year. It took 16 years to reach that number, but it’s projected that number will double within the next three years. This trend continues to change how we approach sustainability and how we engage with our clients.

What do you see is the trend creating the most challenge to our industry?

What do you see is the trend creating the most opportunity to our industry?

Sodexo is a company that believes in the power of technology to improve the lives of our people and our clients. We have a tremendous opportunity to put technology to work in new and innovative ways to better connect with, engage, and delight consumers. Over 50% of all U.S. adults now own a smartphone, and that number will continue to grow rapidly. This trend is creating new opportunities for us to connect with our clients and employees in new ways.

We understand that technology is changing the way people live their lives, and we are committed to leveraging that change to improve the quality of life for the organizations and the people we serve. We are always looking for ways to use technology to make a positive impact on the lives of our clients and employees. This includes using technology to improve the efficiency of our operations and to make it easier for our clients to do business with us.

What advice do you have to future President’s of SFM?

In the past, SFM was a membership-based organization, focused on providing resources and support to its members. Nowadays, it is a networking-based organization, focused on connecting professionals in the field of healthcare foodservice. SFM provides its members with access to. A lot of the value of SFM comes from the ability to network and connect with other professionals in the field. This networking is a great way to meet other professionals and learn about new trends and innovations in the industry. SFM is a great resource for anyone in the field of healthcare foodservice.