

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



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

30 TOP MOVERS & SHAKERS IN CATERING 2024

Presented by

[Read the List >](#)



Sam Stanovich

Samuel D. Stanovich

SVP Franchise Leadership and Alliances
Big Chicken





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

marina.orourke@franconnect.com

203-521-3576



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 you're hearing, share with:
- Use **#IFACon2025** and tag **@Franchising411** on Twitter and Instagram
- Use **#Food4Thought** and **#ittakesavillage** on LinkedIn

AI

EMEMING
APIS
TECHNOLOGY

API

VELUABLE
INSIGHTS

CUTTING THROUGH THE HYPE



AI

AI

CHAT ANALYTICS

FRENCHISEE

FRENCHISOR

DATA ANALYTICS

TECH AS A BRIDGE

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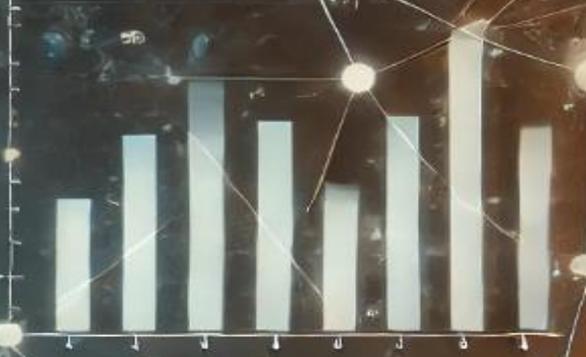
AI
AUTOMATION

&

AI

BUSINESS
CONSIDERATIONS

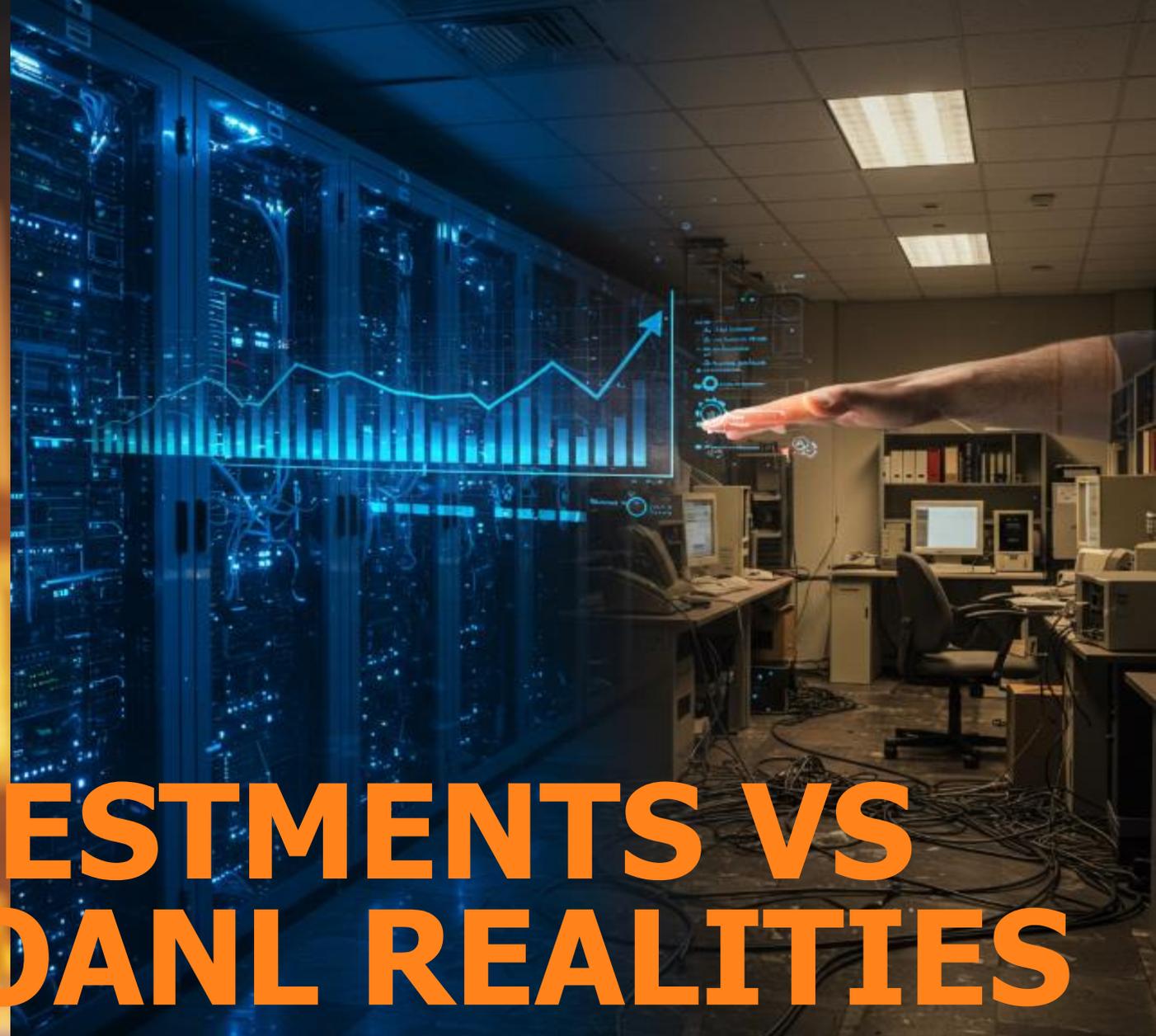
COST,
UPDATES



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



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