



Press Release

PIZZAEXPRESS BOOSTS LEADERSHIP TEAM WITH EXPERIENCED LEAD OPERATOR HIRE

5th April 2023: Today, PizzaExpress names Lawrence Harvey as its new Chief Operating Officer. Reporting directly to CEO Paula MacKenzie, Lawrence is the latest appointment to a much-bolstered leadership team* at the iconic brand. Lawrence will lead operations across all 350+ restaurants in the UK and Ireland – ensuring the very best service & standards across the companies' diverse portfolio – from local high street restaurants to those in major shopping centres.

Lawrence brings a wealth of experience to PizzaExpress having worked at a number of major brands including Aldi, Barclays and Tesco. He has a proven track record of delivering results through high performing teams

This appointment comes at an exciting time for PizzaExpress, the brand has a clear focus on offering the very best experience for its customers, making it special whatever the occasion and naturally, serving the very best pizzas. Substantial changes have already been made at the evolving brand including a rapid digital transformation with over 1.4million people now in the PizzaExpress Club, an accelerated remodel programme and an expanded delivery proposition. The team has recently launched an exciting new Spring Menu with a refreshed look & feel.

Paula MacKenzie, CEO of PizzaExpress said, *"Customers come to PizzaExpress for a special experience – whether there's a reason to celebrate, or it's a weeknight meal with family or friends – so it's important we have a strong operational leader to drive service & standards across our estate. Lawrence brings a wealth of experience with a proven-track record engaging teams to deliver results. Leading our operators, he will ensure we're offering the very best experience for our customers whether they're dining with us or receiving a delivery. We're pleased to have another great talent join team PizzaExpress."*

Lawrence Harvey, COO of PizzaExpress said, *"I am absolutely delighted to be joining the PizzaExpress team – it's an amazing brand with fantastic colleagues and I'm very much looking forward to working with all the teams across the UK and Ireland to offer our customers the very best dining experience!"*