



Sherif Mityas **Vice President for Strategy and Brand Initiatives**



As Vice President for Strategy and Brand Initiatives, Sherif Mityas leads the strategy and brand efforts for TGI Fridays including leadership for all global digital and technology efforts.

In September 2016 Sherif led the launch of Fridays To-Go online ordering system and the brand's first Facebook Messenger chatbot in partnership with Conversable. He continues to work on expanding the capabilities of the Fridays chatbot, which is now available via Twitter and Facebook Messenger.

Prior to joining TGI Fridays in April 2016, Sherif spent more than 20 years in a variety of industry and consulting positions across the retail and hospitality sectors, focused on strategic growth, consumer engagement and digital.

Sherif has a Bachelor's Degree in Aerospace Engineering from Boston University, a Master of Science in Mechanical Engineering from Rensselaer Polytechnic Institute and an MBA from Northwestern's Kellogg School of Management.