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BUSINESS



## LEADERSHIP DEVELOPMENT NEWS



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### Leadership Development News

Monday 9 AM PT

**July 16th 2018: Encore: Stan Novack Innovator  
for HMSHost Going Global: Beyond Franchising**

HMSHost was the first to introduce brands into airport and travel plaza environments in the early 1980s. Today, the company has more than 300 international, regional and proprietary brands in its concept portfolio, including exclusive relationships with brands consumers prefer such as Starbucks Coffee thanks to leaders like Stan Novack. An innovator in casual dining, Mr. Novack is recognized as one of "The Marketing 100" by Advertising Age, Mr. Novack was responsible for the creation, development, and implementation of the "Cheers" branded theme restaurant concept based on the television series.

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