



For Immediate Release

## **Subway® Brand Promotes Len Van Popering to Chief Brand and Innovation Officer**

**MILFORD, Conn. (May 30, 2019)** - The Subway® brand has promoted Len Van Popering to Chief Brand and Innovation Officer.

Len, formerly the Vice President of Brand Management & Culinary Innovation, will oversee the teams that support global brand strategy, culinary and broader innovation, convenience programs including catering and delivery, as well as the brand's design and packaging teams. In addition, he will also lead Subway's global beverage partnerships, guest experience, community engagement, public relations, and corporate communications.

Since joining Subway in 2017, Len has been actively involved in the brand's global transformation. He has been at the helm of Subway's new approach to innovation. He has led the introduction of new craveable food and flavor profiles, like the popular Ultimate Cheesy Garlic Bread, the Signature Wraps Collection and a first-ever, exclusive global culinary innovation alliance with Tastemade. Through its partnership with Tastemade, the world's most popular modern media brand focused on entertainment and experiences, Subway has been able to further expand its innovation pipeline and delight guests with unexpected flavors such as the Green Goddess Tuna Melt.

In addition, Subway is building its Brand and Innovation team by naming Marie Silloway as Vice President of Brand Management, Renee Hourigan as Director of Convenience Innovation, and Chef Ciaran Duffy as Senior Corporate Executive Chef.

"Marie, Ciaran and Renee are extremely talented leaders, each with their own impressive track record of building brands and deepening relationships with customers. Their experience and expertise make them ideal additions to our Subway family. I'm confident in their ability to build on the great work our team is doing, as we continue to create an even better guest experience," said Van Popering.

Marie, who has served as Chief Brand Equity and Customer Experience Officer for Godiva, Vice President of Marketing and Category for Starbucks China and Senior Vice President at Estee Lauder, will serve as Subway's global brand management leader. She will also guide the brand's center of design excellence, global packaging functions, and convenience strategies.

Joining Subway with years of brand experience, most recently as Vice President of Marketing for Victorinox Swiss Army, Renee will be responsible for building on Subway's robust delivery program, among other initiatives.

Chef Ciaran has an insatiable passion for food and joins Subway with years of experience having worked with top food brands across multiple sectors. In his role, he will lead the ongoing culinary innovation work to introduce new and even better menu options for Subway guests.

For more information and to join the conversation, visit [Subway.com](https://www.subway.com) and [SubCulture®](https://www.subculture.com).

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To request an interview with Len please email [press@subway.com](mailto:press@subway.com)