



## **SUBWAY® NAMES CARISSA GANELLI AS NEW CHIEF DIGITAL OFFICER**

Milford, CT (Oct. 10, 2017) - Subway® restaurants announces Carissa Ganelli has been promoted to Chief Digital Officer. Ganelli is responsible for the brand's global digital strategy and will lead [Subway Digital](#), a team dedicated to transforming the guest experience through the integration of digital tools and an omni-channel strategy.

"Carissa's strong commitment to Subway and her digital expertise make her a great fit for leading our digital team and taking them to the next level," says Suzanne Greco, President and CEO of Subway® restaurants. "She is an innovative, dynamic leader with a track record for delivering breakthrough initiatives and implementing digital strategies and technologies."

Ganelli joined Subway® in 2016 as Vice President of Marketing Technology and played a critical role in evolving the brand across digital channels. Over the last year, Subway has created new, convenient options for ordering and pick-up, including the new Subway® App and features in the new [Subway® Fresh Forward](#) restaurant design, such as self-ordering kiosks, digital menu boards, contactless payment solutions, and other technologies.

"I'm excited to be in this new role as the company continues to set the standard for digital innovation," said Ganelli. "We are committed to investing in the best technology and the right strategy to connect our customers to the delicious food they have always loved."

Ganelli brings more than 20 years of digital experience to her new position. Prior to joining Subway®, Ganelli was CEO and founder of LightningBuy, a mobile commerce platform that converts mobile traffic to revenue, and held several digital marketing and strategy positions with top companies such as Digitas, enews.com and Coopers & Lybrand Consulting.

### **About Subway® Restaurants**

Subway® offers a fresh alternative to traditional fast food, serving 7 million made-to-order sandwiches a day. Guests choose from 37 million combinations of quality proteins, fresh vegetables, and bread baked daily. The world's largest restaurant chain serves nutritious and delicious subs, soups, and salads at more than 44,000 restaurants in 113 countries. The Subway experience is also delivered online at [www.Subway.com](http://www.Subway.com) and through the Subway App, available in select markets at the Apple App Store and Google Play.

Founded by then 17-year-old Fred DeLuca and family friend Dr. Peter Buck more than 52 years ago, Subway® is still a family-owned business today working with more than 21,000 dedicated franchisees in communities around the world.

Subway® is a registered trademark of Subway IP Inc.

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