

Jessica Breslow DIRECTOR, IT AND MARKETING



As Director, IT and Marketing, Jessica helps drive innovation and growth for the successful restaurant group with a strong focus on customer engagement and systems integration. She works closely with all members of the executive team and reports to Jim Fris, Chief Operating Officer.

Jessica brings broad knowledge and years of relevant experience to the group's table. Most recently, as part of a ten-year tenure at Aramark, she was the Associate Vice President of Information Technology where she helped define IT-related marketing and operations strategy for the \$3.5B education sector.

Prior to that, she spent four years as Senior Director of Channel Growth, responsible for building a national dining program, consumer promotions, and field based training for the Higher Education business. She also spent four years as a Marketing Director at the Philadelphia-based foodservice and hospitality giant, leading marketing operations, new sales, and retention efforts in colleges and universities across the East Region.

Before joining Aramark, she spent nearly seven years at the Ford Motor Company honing her creative business and IT-related marketing skills in a number of positions ranging from Marketing Analyst to District Manager.

An undergraduate of Seton Hall University where she received a Bachelor of Arts in Communications, she holds an M.B.A from The Pennsylvania State University.

She resides in Blackwood, NJ and in her spare time enjoys running, home improvement projects and spending time with her two young children and husband.

FONDEST MEMORY OF P.J.W. RESTAURANT GROUP

“From my first meeting with the team here at P.J.W. Restaurant Group, I knew it was something special – and that I really wanted to be part of it. Every conversation made it clear how much employees, customers and communities matter. We love what we do, and it makes a real difference. Our team is dynamic, smart, and incredibly passionate. Everyone is open to new ideas and constantly looking for ways to get even better. The concepts are fresh, the employees are proud, and the food is amazing! I’m thrilled to be part of the team.”