

CASE STUDY

Chief Operating Officer
& Marketing Director, UK

CLIENT OVERVIEW

Eatphoria is a multi-brand food group, with Wraps and Wings as its flagship concept, operating across a growing network of locations.

Following investment, the business entered a new phase of growth, requiring stronger leadership across both operations and brand to support scale.



CHALLENGE

The initial brief focused on franchise leadership, but it became clear the business needed more.

To unlock growth, Eat4ia required:

- senior operational leadership to drive performance and structure
- a marketing leader to elevate brand presence and customer engagement

Both hires needed to align with a founder-led business while supporting rapid expansion.

WHAT BITE DID

We worked closely with the leadership team to refine the structure and define both roles.

Our approach:

- advised on role scope and organisational design
- activated targeted networks across multi-site and brand-led businesses
- delivered focused shortlists aligned to both commercial and cultural requirements
- managed both processes end-to-end

THE RESULT

We placed a Chief Operating Officer and a Marketing Director, both with experience in scaling multi-site businesses and driving commercial performance in high-growth environments.

COMMERCIAL IMPACT

- ✓ Two senior hires delivered within 8–12 weeks
- ✓ Significant time saved versus running multiple searches independently
- ✓ Immediate uplift in brand visibility and marketing direction
- ✓ Reduced risk during a key growth phase

THE OUTCOME

Eatphoria now has a strengthened leadership team across both operations and marketing, supporting brand growth, customer engagement and multi-site expansion.