
APPLEBEE'S NAMES NEW V.P OF MARKETING



Neighborhood Grill & Bar Dawn Bullen has been named vice president of marketing for [Applebee's Services](#). In her new position, Bullen will be responsible for the company's national marketing and advertising campaign.

Bullen previously served as senior vice president at Macy's, where she developed the company's first national media and marketing strategy.

"Dawn's strong retail background will be a tremendous asset as we build out our traffic-driving initiatives," said Rebeca Johnson, senior vice president of marketing and culinary.

Applebee's Services operates 2,002 restaurants in 49 states and 15 countries.

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