



WHEN THE FOUNDER IS THE FACE OF YOUR BRAND

George Zimmer, the founder of Men's Warehouse, became the face and the voice of the company. This is common with many businesses, for example, Colonel Sanders and Kentucky Fried Chicken, or Dave Thomas and Wendy's. But when the board decides to let go of a familiar spokesman, many consumers will speak out about their unhappiness of the decision. This is what happened on the Men's Warehouse Facebook page this week when it was announced they would be getting rid of the founder and spokesperson, George Zimmer. For more details on the article [Click Here](#) Looking for all available jobs? [Click here](#).

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