

## Alocito Builds Legendary Advisory Board Thanks to AdvisoryCloud

*The on-demand dining service welcomes executives from the most recognized restaurant brands in the world, including Buffalo Wild Wings, Johnny Rockets, McDonald's and TGI Fridays.*

**SEPTEMBER 26, 2017 – DETRIOT, Mich. & NOVATO, Calif.** – [Alocito](#), a web-based food ordering and reservation service, selected AdvisoryCloud, the largest member-based executive network, to find qualified executive talent to join the company's first advisory board. Using its unique blend of technology and personal service, AdvisoryCloud provided Alocito with candidates that had strong ties to the restaurant industry and a deep understanding of start-ups, resulting in the placement of seven board advisors in only a few months.

Detroit-based Alocito speeds up the dining experience by providing customers with the ability to pre-pay and pre-order for dine-in meals at restaurants, drastically cutting down the time it takes to eat out. While the thriving restaurant scene in Detroit is bringing rapid success to the company, LaColla continues to look ahead, seeking advisors who could advise on technology, sales and training, operations and industry networking.

"Creating an advisory board with industry connections is extremely important for building strategic business alliances and seemed like the next step to help grow my business," said Phil LaColla, CEO of Alocito. "To speed the process for finding interested and qualified candidates, I turned to AdvisoryCloud to start the search. AdvisoryCloud helped me find this distinguished group of board advisors that I would not have come across using my traditional, professional network."

"Advisory boards help CEOs with the tough problems, fill-in strategy gaps, make key introductions and generally provide knowledge support to make a business better," said Jonathan Aspatore, founder and CEO at AdvisoryCloud. "When used effectively, an advisory board is an incredible asset to moving a company forward. We are thrilled to have connected Alocito with this exceptional board of advisors."

Alocito's impressive advisory board includes senior executives with experience at some of the most recognized restaurant brands in the world, including McDonald's, Buffalo Wild Wings, Johnny Rockets, Shake Shack and TGI Fridays. Together, this advisory board brings decades of diverse and valuable skills to the table with backgrounds in technology, operations, franchising, marketing and growth strategy.

- **Peter Hegele** is COO and VP of Blackfinn Ameripub, COO of Vida Cantina, and the former VP of operations and franchise relations for Buffalo Wild Wings.
- **Jim Kensinger** is VP of operations and training at Johnny Rockets.
- **Gangadhar Kotte** is VP of technology at Equifax.
- **Rick Colón** is former president of the east division of McDonald's USA.
- **Jerry Comstock** is former President and COO of TGI Fridays.

- **Phil Crawford** is VP of information technology at Shake Shack, and the former CIO for both Yard House and My Fit Foods.
- **Michael Dean** is COO of Giordano's, famous for Chicago-style stuffed pizza, and a former SVP of Olive Garden and Director of Operations for Red Lobster.

To learn more about Alocito and the roles of each advisor, read a more [in-depth case study](#) or visit [www.alocito.com/team](http://www.alocito.com/team).

### About Alocito

Alocito is an on-demand dining service that uses Dine-In Mobile Ordering to provide people with limited time the opportunity to dine-in at their favorite restaurants. Alocito removes all wait times of dine-in meals by enabling customers to select a restaurant, place an order, pay and tip ahead of time. Customers enjoy a great dining experience in almost half the time. Alocito's sophisticated software is designed for simplicity and ease of use. To learn more about Alocito visit: [www.alocito.com](http://www.alocito.com) or email [info@alocito.com](mailto:info@alocito.com).

### About AdvisoryCloud

AdvisoryCloud is the leading platform for advisors, providing executives with the resources, opportunities, and tools to monetize their knowledge as an advisor. With AdvisoryCloud, executives work with innovative companies, startups, and non-profits through any length of engagement from one-on-one phone meetings, to specific projects, to formal advisory board positions. Companies benefit from using AdvisoryCloud by getting the right advice at the right time from high-performing executives that can help grow their business.

Founded in 2012, AdvisoryCloud is a private company headquartered in Marin County, California with offices in Boise, Idaho and Orange County, California. For more information, visit [www.advisorycloud.com](http://www.advisorycloud.com), and join us on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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