

Honorees in Most Admired CEO Awards announced

🏠 25 OF 29 📌 THUMBNAILS



Adam Romo, Eatzi's Market & Bakery

Hospitality & Restaurants

While growth is important, Adam Romo is taking a strategic approach to expanding Eatzi's as it competes in an industry with dozens of other concepts offering on-the-go meal options. "There are too many restaurants for the consumer population...They're all trying to attain some share of the consumer stomach, so competition has grown from non-traditional businesses and traditional establishments," he said. "Everyone is going to be dealing with that for the next few years until we get a shakeout in the industry and we start to right-size the number of establishments out there."

Romo joined prepared food concept Eatzi's in 2011 and at that time started taking the brand from "an entrepreneurial startup to a professional growth organization," he said. He built leadership teams, operating processes, data analysis and a social media strategy to preserve founder Phil Romano's original vision while propelling the concept forward.

Before opening any new stores, Romo examined site demographics from Eatzi's existing locations to make informed decisions about where the company could be successful. Those measures have, in turn, resulted in growth. Last year, Eatzi's opened two stores in Fort Worth and Dallas.

JAKE DEAN

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