



## **TheFork appoints Gary Burrows as new Country Manager to lead TheFork Australia.**

Images: [here](#)

### **MEDIA RELEASE TUESDAY 20 AUGUST, 2019**

TheFork has today announced the appointment of Gary Burrows as the new Country Manager for TheFork Australia. As a futurist and a corporate innovator who is focussed on revolutionising the way consumers interact with brands, Gary is perfectly placed to lead TheFork in its consolidation and expansion in Australia.

Gary's career in digital innovation spans 15 years, multiple industries and four continents. He has worked in commercial and marketing roles in retail, technology and online organisations, including Groupon, Rocket Internet and Naspers in the UK, Europe, the Middle East and Africa.

Over the past eight months, TheFork has taken numerous steps towards supporting restaurants and restaurateurs around Australia through the challenges of rising costs, low margins, delivery services and the competitive landscape. Having most recently spent time at Event Cinemas, leading growth in the business division and overseeing corporate partnerships, events and major sponsorships, Gary knows too well the threat of convenience to the experience economy. He will bring his valuable insight to continue the work TheFork is doing to support the Australian restaurant industry.

Gary believes that having the right people in your team is what makes a business successful, citing the most rewarding part of his career is seeing his colleagues succeed. *'I'm excited to see what the future holds for TheFork and the team as we band together and focus on supporting Australian restaurants and becoming a think tank for the industry,'* says Gary.

### **THEFORK: OVER 10 YEARS DIGITIZING THE RESTAURANT INDUSTRY**

Founded in 2007, TheFork has become the obvious choice when booking a restaurant and an essential tool for restaurants to help optimise bookings as well as attract and retain diners. With a network of over 4,500 restaurants across Australia, TheFork caters for every taste, every budget and every occasion. Using the website or apps, TheFork allows diners to easily search for restaurants by availability, area, cuisine, restaurant type or average price; consult ratings and reviews from fellow diners; and confirm their reservation, 24 hours a day 7 days a week.

-Ends-

For all media enquiries, please contact Emily Levins at The Cru.

E: [emily@thecrumedia.com](mailto:emily@thecrumedia.com) | M: 0476 325 781