



TJ Schier Speaker Bio

TJ Schier is the President and Founder of SMART Restaurant Group and Incentivize Solutions. Incentivize Solutions provides custom training materials and guest service programs to help companies become more effective.

TJ has developed operational training materials from 'flash cards to flash animation' for Coca Cola, Kraft, Evian, as well as dozens of leading restaurant and hotel chains, including Pal's Sudden Service, the first restaurant chain ever to win the Malcolm Baldrige National Quality Award.

In 2007, TJ founded SMART Restaurant Group - now operating over a dozen Which Wich Superior Sandwiches with a track record of high sales, employee retention and guest service scores. He speaks on key business principles to help franchisees and operators grow their business in any service industry.

He utilizes cutting-edge hiring, guest survey and training methods in his company in his quest to build 'SMART' restaurants and prove out the theories he speaks about to his clients and their managers, franchisees and operators. SMART Restaurant Group won the 2010 QSR Magazine Applied Technology Award, was the Which Wich 2010 Franchisee of the Year and were a finalist for the National Restaurant Association's Operator Innovations Award in 2012.

He has written numerous books including his 2012 release "S.M.A.R.T. Restaurant Guide to Effective Food Service Operations", "S.M.A.R.T. Guide to Effective Recruiting" and 'Send Flowers to the Living! Rewards, Contests and Incentives to Build Employee Loyalty" along with over 100 articles on guest service and motivating today's generation. He is a past contributing editor for QSR Magazine, past president of the Council of Hotel & Restaurant Trainers (CHART) and and former long-time member of the NRA Ed Foundation HR Advisory Council.

He has a BBA and MBA from the University of Texas, speaks dozens of times per year at manager and franchise conferences and resides in Dallas/Ft Worth with his family.