



Kim Giguere-Lapine

Vice President of Marketing

Determination, a passion for food and wine and a laser-like focus on achieving results are just a few of the defining characteristics of Kim Lapine. Her commitment to quality, hospitality and integrity connect her deeply with the S&W brand. With more than 25 years of experience in both restaurant operations and marketing, Kim has been the driving force behind Smith & Wollensky's marketing since 2010.

Since coming to the restaurant group from Burton's Grill, Kim has spent the past six years directing all aspects of marketing and brand communications, including a complete brand refresh, strategic planning, digital and social strategy, promotions, PPX Loyalty Program, menu development, online reputation management, PR and the celebrated launch of the new Wollensky's Grill brand. Most recently, Kim spearheaded the unveiling of the iconic S&W brand in the UK, with the very first international Smith & Wollensky restaurant now open in London.

Her passion for the restaurant business was shaped early in life. While earning dual degrees in Restaurant Management & Marketing in 1989 at Boston University, she worked as a server and bartender at Houlihan's. Her work ethic and willingness to learn made a favorable impression on management. In a short time, Kim progressed through the ranks to become the Assistant

General Manager in 1991. Kim's career path gave her an impressive breadth and depth of restaurant experience. Working as a General Manager and then Director of Catering Sales for Souper Salad and Fresh City, she developed an understanding of operations and sales revenue. Experiences as Director of Marketing at Legal Sea Foods and Naked Fish restaurants continued to build her marketing expertise. While at Naked Fish, she learned the finer points of opening and marketing new restaurant locations and transformed the concept into a ten-location dual-brand company: Naked Fish and Red Sauce.

As Director of Marketing at Buca di Beppo, Vinny T's of Boston and later, at Burton's Grill, she expanded her expertise in database-building, guest loyalty programs email marketing, website development, digital presence, social media and more. Kim is passionate about guest relationships, always striving to connect with and follow guests with a commitment to the entire customer journey. These guest connections are what Kim believes help build great brands.

Kim is highly regarded by Smith & Wollensky President Michael Feighery as a rare find, with her combination of operational and marketing acumen. She is passionate about the Smith & Wollensky brand, its iconic history and exciting future!



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