



## **Nancy E. Oswald** **Co-Owner/Franchisee**



With more than 30 years of restaurant experience, Nancy Oswald is dedicated to following the distinct vision of Ruth's Chris Steak House founder Ruth Fertel who believed in serving the highest quality food with exceptional service in a warm and inviting atmosphere. Along with partners Mark Oswald, Philip Brooks and Jim Brooks, she currently oversees restaurant operations and development for their franchised Ruth's Chris Steak House restaurants in Alabama, Georgia and South Carolina. Specifically, Oswald is in charge of the marketing, advertising and public relations for the Oswald/Brooks restaurants.

Under the franchise group Sizzling Steak Concepts, the Oswald/Brooks team operates nine Ruth's Chris restaurants in the southeast. Most recently, Oswald, with her business partner and husband Mark, formed Steak House Concepts for the purpose of opening additional Ruth's Chris restaurants. In May of 2010, the Oswalds purchased Ruth's Chris Steak House Myrtle Beach, S.C., as well as the development rights for a Ruth's Chris restaurant in Charleston, S.C. and Chattanooga, Tn.

Prior to that, the Oswald/Brooks franchise opened Ruth's Chris Steak House in Kennesaw, Ga., in October 2009 and Greenville, S.C., in February 2009. The franchise group's first Ruth's Chris Steak House in South Carolina opened in Columbia in August 2007. Before launching in South Carolina, the Oswald/Brooks franchise opened their second Alabama restaurant in Huntsville after

opening in the summer of 1999 at the Embassy Suites Centennial Olympic Park in downtown Atlanta, Ga. The group opened in the Sandy Springs suburb of Atlanta, Ga., in September 1993 following the January 1993 opening in Birmingham, Ala. Oswald began her career with Ruth's Chris in 1990 when she and Mark joined forces with the Brooks brothers at the original Atlanta, Ga., Ruth's Chris restaurant in Buckhead in order to further develop the franchise.

Oswald joined Liberty House Restaurant Corporation of Atlanta, Ga., in 1982 as Director of Sales and Marketing. In her eight years of tenure with Liberty House, Oswald directed the advertising, public relations and promotion of the company's four restaurant concepts, including Bone's Restaurant and the OK Cafe. Oswald first began her involvement in the restaurant industry at the award-winning Commander's Palace in New Orleans, La., in 1978. At Commander's, Oswald's responsibilities included direction of the restaurant's sales and marketing departments, management of the reservation and host teams as well as the operation of the company's in-house advertising agency.

Oswald currently serves on the Executive Board of the Atlanta Convention & Visitors Bureau (ACVB), chairs the ACVB's Restaurant Committee, is a franchise representative on the Ruth's Chris Steak House National Advertising Council and serves on the Advisory Committee for the Luckie-Marietta District. She also served on the Board of the Georgia Restaurant Association (GRA) from 2004 through 2008 and presided as GRA Chair in 2006.

Oswald is the recipient of the Atlanta Convention & Visitors Bureau's 2005 Volunteer of the Year award and holds a Doctorate of Foodservice (DFS) from the North American Association of Food Equipment Manufacturers. Together with her partner, Mark, she was selected as the recipient of the 2008 Ruth U. Fertel Award by Ruth's Hospitality Group. The highest accolade the company bestows, the award is given to those individuals who most exemplify Ruth's legacy of service, hospitality and commitment to the brand.

Additionally, [the Oswalds were](#) saluted by [the Georgia Restaurant Association](#) when they were jointly presented with a [GRACE Lifetime Achievement Award](#) in 2010.

Oswald graduated from the University of Virginia with a B.A. in Communications. She currently resides in Atlanta.