

MEDIA CONTACT
Service King Collision Repair Centers
Emily Ashmun | Emily.Ashmun@ServiceKing.com
972-960-7595



FOR IMMEDIATE RELEASE

STACY PETERSON APPOINTED NEW CHIEF INFORMATION OFFICER AT SERVICE KING

RICHARDSON, Texas (April 3, 2019) — Service King Collision Repair Centers, one of the nation’s most trusted providers of high-quality collision automotive repair service, is very pleased to announce the appointment of Stacy Peterson to the role of Chief Information Officer (CIO), effective immediately.

Peterson has more than 15 years of experience in technology, operations, and customer management. Her industry knowledge and proven ability to build high-performing strategic teams will be key in accelerating Service King’s customer base and superior experiences.

Peterson most previously served as Chief Experience Officer at Wingstop. Prior to that, she held leadership roles in information technology, business and guest experiences at CB Richard Ellis, FedEx Office, and Blockbuster. Peterson holds a degree in Business Management from Florida Atlantic University and is named one of the “50 Most Powerful People in Foodservice” by Nation’s Restaurant News for the past three years.

Peterson commented, “I am very pleased to be joining Service King and look forward to driving the development and execution of the organization’s industry-leading technology strategy going forward.”

“Stacy is a nationally recognized business leader and brings an impressive track record of leading consumer-facing innovations, and we are very pleased to have her join us,” says Service King’s Chief Executive Officer David Cush. “Her experience in deploying cutting edge technology in multi-unit operations will be invaluable to Service King as we undertake a broad production management and administrative systems upgrade in the months to come.”

For more information on the organization, or to find a local Service King repair center, visit www.ServiceKing.com.

ABOUT SERVICE KING COLLISION REPAIR CENTERS

Service King Collision Repair Centers®, with more than 40 years of experience in the automotive repair industry, is a leading national operator of comprehensive, high-quality collision repair facilities. The organization is consistently recognized for its commitment to customer satisfaction, quality workmanship and giving back to the industry through innovative training and recruiting initiatives. Service King traces its roots back to Dallas, Texas and founder Eddie Lennox who opened the very first Service King in 1976. Today, Service King operates locations in 24 states across the U.S. For more information and to find a local Service King, visit

www.ServiceKing.com and follow Service King news on Facebook and Twitter.

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