Tinder Newsroom

Tinder Announces George Felix as New Chief Marketing Officer

Award-Winning Marketing Leader Joins Tinder to Deepen the Brand's Connection with Gen Z

LOS ANGELES, Calif., APRIL 12, 2021 -Today, Tinder announced that George Felix has been named as Chief Marketing Officer where he will oversee the global brand vision, strategy and operations. He joins Tinder following an award-winning career at Yum! Brands and Procter & Gamble where he brought brands like Old Spice, KFC and Pizza Hut into the center of the cultural conversation. In 2018, Ad Age named Felix 'Brand Marketer of the Year' for his work on The Return of Colonel Sanders campaign.

"It is rare to find a marketing leader who not only delivers iconic brand positioning and outstanding results, but continually does so in new ways with very different brands," said Jim Lanzone, CEO of Tinder. "George has been uniquely successful at every stop of his career, always finding innovative ways to break through, while establishing brand positioning that far outlasts his tenure. At the same time, George's humility and people-centered leadership style are just as important to us culturally. George has a track record of building inclusive environments for his teams, and is passionate about how his organizations can drive social impact, all of which make him a great fit for Tinder."

Felix has spent his career creating campaigns that reintroduced classic brands to new audiences. During his time at Yum! Brands he served as Chief Marketing Officer for Pizza Hut and Director of Marketing for KFC both in the U.S. and across the more than 140 countries KFC operates in. He launched campaigns that drove sales growth and modernized both brands by putting them back in pop culture, including the "Newstalgia" campaign for Pizza Hut which premiered this year on Super Bowl Sunday.

Before Yum! Brands, Felix gained extensive brand management experience during his 6 year tenure at Procter and Gamble. While at P&G, Felix led work on advertising campaigns for yet another familiar brand, Old Spice, winning 10 Cannes Lions, 2 Effies, and an Emmy for Best Commercial for the iconic "Smell Like A Man" campaign.

"The opportunity to work on a brand as culturally relevant as Tinder is what drew me to this opportunity. The possibilities for Tinder as a global brand are endless. I'm thrilled to be joining during a time when a new generation is emerging to redefine relationships and the ways they want to meet new people," said Felix.

ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 430 million times and led to more than 60 billion matches.

Additional assets available online: Photos (1)

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