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Blaze Pizza names Carlyne Canady VP of franchise sales

November 6, 2012 | By [Lisa Jennings](#)

The recently launched fast-casual Blaze Pizza concept has named Carlyne Canady vice president of franchise sales.

Canady comes to the two-unit Blaze Pizza from Buffalo Wild Wings Inc., where she was director of franchise sales since 2007. While there, she created more than 280 new franchise agreements for that brand.



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Blaze Pizza is just launching its franchising program after opening the first location in Irvine, Calif. in August. A second location opened in Pasadena, Calif., last month.

The concept was founded by Rick Wetzel, co-founder and president of the Wetzel's Pretzels chain, with his wife Elise Wetzel. Blaze also has a slew of high-profile investors, including former California First

Lady Maria Shriver, movie producer John Davis and Boston Red Sox co-owner Tom Werner.

The chain plans to develop more than 15 locations in Southern California before the end of next year through franchising. Based in Pasadena, Blaze Pizza is registered to franchise in 32 states.

"We're thrilled to have Carlyne on the Blaze Pizza team," said Elise Wetzel, president of the pizza chain. "Carolyne played a key role in Buffalo Wild Wings' rapid growth and expansion, and we're looking forward to her experience and leadership in achieving similar results for Blaze Pizza."

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