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Feature Profile: Lynsi Snyder
Modernizing Tradition: The woman behind the iconic California fast-food chain.

If you visit any In-N-Out location you're sure to find two things. First, you'll find associates working like a well oiled machine. Second, you'll see the line growing longer by the minute. With a business as successful and profitable as In-N-Out, it seems like whoever inherited the company won the genetic lottery. However, her succession into running the billion dollar family business came with the responsibility of balancing tradition and modernization. Meet Lynsi Snyder the 43-year-old president leading 76 years of family tradition into the modern fast-food market.

Snyder isn't your typical president of a billion-dollar company; she’s a hard rock loving, fire-eating, aerialist. As the granddaughter of In-N-Out founders Esther and Harry Snyder, she assumed the role of president at 35 and has since kept the family business booming, while navigating a changing industry.

Although Lynsi is a different kind of president compared to her predecessors, she has opted to maintain In-N-Out operations as closely to how they were done back when the first store opened in 1948. The fast-food chain is famous for its preservation of tradition however, they started as pioneers of the fast-food industry. Credited with the creation of the first two-way speaker, In-N-Out revolutionized how customers could get their order taken.

Nearly 77 years later Lynsi leads a new initiative by launching the In-N-Out app. The app introduces features like the official secret menu, live wait times, and the highly anticipated mobile order. All at your fingertips available anywhere you are. This digital model is dramatically different from the completely in person process In-N-Out upheld, even through the pandemic, signaling a shift in how the company prioritizes customer experience. Not just the Lynsi way but the Snyder way, She's maintained a pace that mirrors her grandparents philosophy on expansion ensuring consistency before profitability.

In a 2024 interview with TODAY Food, Lynsi said, “No to mobile ordering because that greatly impacts the customer service experience.” seemingly shutting down the idea of digitizing the order process. In spite of this, her decision to move forward with a digital ordering system is geared toward enhancing the overall experience by giving the customer choice in how they customize and receive orders

Moreover, Lynsi is making additions with caution and commitment to maintaining quality above all. The choice to include mobile ordering while staying away from offering delivery is a strategic move aimed at keeping the burger’s quality to their high standards and not at the standard of a delivery driver. This decision is meant to ensure that the quality and freshness of every order remains the same and can be relied on by limiting external factors.

The app might change how some customers approach their experience with In-N-Out. However, the nostalgic experience of being transported to another time when you walk into the dining room, the associate smile that welcomes you in, and the first bite feeling people fly to California to taste will always remain the same.

To Snyder, modernizing the In-N-Out way is symbolic of how she stepped into her role as president; shedding the suits and ties for band tees and jeans, taking a traditional brand into new frontiers.

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