



# Jim Taylor

## Brand President, SONIC

Jim Taylor serves as Brand President of SONIC, part of the Inspire Brands family of restaurants. Inspire is a multi-brand restaurant company whose portfolio includes more than 32,600 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, and SONIC restaurants worldwide.

Taylor sets the strategic direction for SONIC and is responsible for overseeing the brand's marketing and franchise operations teams as well as the brand's relationship with its franchise community.

Taylor previously served as the Brand President of Arby's, leading the brand through 9 years of consecutive same store sales growth and managing the success of over 3,400 franchise and corporate restaurants. Before becoming brand president, Taylor served as Chief Marketing Officer of Arby's, where he led all research and development, new product innovation, brand marketing and positioning, advertising creation, and media planning. He also served as Senior Vice President of Brand Advertising and Activation as well as Senior Vice President of Product Development and Innovation.

Prior to joining Arby's, Taylor worked for Darden Restaurants, the parent company of some of the most recognizable brands in full-service dining, such as Olive Garden, LongHorn Steakhouse, The Capital Grille, and Seasons 52. At Darden, Taylor served as Senior Vice President of Enterprise Strategy, Innovation, and Marketing; Senior Vice President of Olive Garden Brand Development; Marketing Director of Olive Garden Brand Development; and Marketing Director of Red Lobster National Promotions.

Taylor began his career with Procter & Gamble where, during his 15-year tenure, he served in various finance and marketing leadership

capacities for the company's oral care, male grooming, and digestive wellness portfolios.

Taylor serves on the Board of Advisors to the University of Georgia Terry College of Business.

Taylor is an alumnus of the University of Illinois where he received a Bachelor of Science degree with honors in General Engineering. He also received a Master of Science degree from Stanford University.

