



JIM TAYLOR

CHIEF MARKETING OFFICER



Jim Taylor serves as Chief Marketing Officer of Arby's, the second-largest sandwich restaurant brand in the world with more than 3,400 restaurants across eight countries. Arby's is part of the Inspire Brands family of restaurants.

As Chief Marketing Officer, Taylor leads all research and development, new product innovation, brand marketing and positioning, advertising creation, and media planning.

Taylor previously served as Senior Vice President of Brand Advertising and Activation, where he was responsible for all brand creative content, media, and local marketing. He also served as Senior Vice President of Product Development and Innovation, where he helped lead the most successful limited-time offer pipeline in the brand's history.

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 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 Arts degree from Stanford University. While at Procter & Gamble, Taylor served as a program instructor at Northern Kentucky University where he taught an MBA-level course in marketing strategy.