



STEPHANIE SENTELL

SENIOR VICE PRESIDENT OF
RESTAURANT EXCELLENCE



Stephanie Sentell serves as Senior Vice President of Restaurant Excellence for Arby's, the second-largest sandwich restaurant brand in the world with more than 3,400 restaurants across seven countries. Arby's is part of the Inspire Brands family of restaurants.

Sentell is responsible for overseeing Operations Innovation, Quality Assurance, and Restaurant Excellence across the Arby's system. Sentell previously served as Senior Vice President of Brand Innovation where she led product strategy and brand innovation for Arby's. She helped drive an aggressive pace of innovation – testing more than 1,000 potential menu items annually – and introduced more than a dozen new limited-time products to the menu each year.

During her tenure on the product development team, Sentell helped bring to market Arby's Venison sandwich and Pork Belly sandwich – two firsts for a national quick-service restaurant – and helped introduce the Sliders platform, which now accounts for 5% of all menu items purchased. This approach to product development has driven significant traffic for Arby's business and helped the brand's global system sales surge 20% to \$3.7 billion.

Prior to joining Arby's, Sentell served as Director of Marketing for Dairy Queen where she oversaw all marketing activity across more than 100 markets. In addition to leading several new product launches for Dairy Queen, Sentell also helped develop the brand's first year-long national advertising program.

Sentell is an alumnus of the University of Wisconsin where she received a Bachelor's degree in Marketing Communications.