



Rita Patel

Brand President, Arby's

Rita Patel serves as Brand President of Arby's, part of the Inspire family of restaurants. Inspire is a multi-brand restaurant company whose portfolio includes more than 32,000 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, and SONIC Drive-In restaurants worldwide.

Patel sets the strategic direction for Arby's and is responsible for the growth and success of over 3,400 franchise and corporate restaurants.

Before becoming the brand president, Patel served as Chief Marketing Officer of Arby's. As CMO, Patel oversaw advertising, digital innovation, menu development and the overall brand experience for Arby's.

Prior to joining Arby's, Patel served as Chief Marketing Officer of Buffalo Wild Wings, the largest sports bar brand in the United States with more than 1,200 restaurants.

Prior to joining Buffalo Wild Wings, Patel served as Vice President of Brand Management with Target, a major general merchandise retailer store in the United States. With Target, Patel implemented consumer insight and brand purpose to help the company. Patel also led the launch of Good & Gather, Everspring, and other brands.

Prior to working with Target, Patel served as the New Products Marketing Director with MillerCoors, now Molson Coors Beverage Company, a U.S based brewing company. While there, Patel helped launch the Peroni beer brand to the Australia market. She also managed brand strategy for Coors Light when the brand passed competition to secure the 2nd highest percentage of market share. Patel has further related experience through her multiple roles at Beam Suntory and Wrigley with focuses on domestic and international marketing.

Patel is an alumnus of DePaul University where she received a bachelor's degree. She also received an MBA from Loyola University Chicago's Quinlan School of Business.

