



## **Christopher Brandt**

### **Executive Vice President, Chief Brand Officer**

Christopher (Chris) Brandt is the Executive Vice President and Chief Brand Officer for Bloomin' Brands.

As Chief Brand Officer, Mr. Brandt is responsible for all aspects of marketing across the portfolio of brands, including marketing strategy, product development, media and brand sponsorships, consumer insights, creative development, as well as social and digital marketing.

Prior to joining Bloomin' Brands, Mr. Brandt was the Chief Brand Officer for Taco Bell where he oversaw the rollout of a new brand positioning, launched multiple product platforms and successfully introduced the breakfast daypart. He also helped lead the brand into e-commerce with the launch of a mobile ordering/payment app and an ordering-enabled website.

Prior to his role at Taco Bell, Mr. Brandt served as Vice President of Marketing for Odwalla, a Coca-Cola brand. While at Odwalla, he broadened the positioning for the healthy lifestyle brand and played a leading role in the health and wellness company's strategic decisions, new product development and nationwide expansion.



Before Odwalla, Mr. Brandt spent eight years working on a variety of brand management assignments at General Mills, including Yoplait, Nature Valley, cereals, Betty Crocker and foodservice. Throughout these roles, he focused on brand growth, growing market share, developing effective advertising and merchandising programs, and launching new product platforms.

Mr. Brandt holds bachelor's degree in economics from UC San Diego and received his MBA from the Anderson School at UCLA.