



Stephanie Perdue President and Chief Marketing Officer



As Chief Marketing Officer of TGI Fridays, Stephanie Perdue is a catalyst for insight-driven strategy, category-leading innovation and disruptive integrated Marketing. As a member of the TGI Fridays Executive Team, Stephanie plays a key role in overseeing the brand strategy and planning, development, and execution of marketing advertising and culinary.

Prior to joining TGI Fridays, Stephanie was Chief Product Marketing Officer and Vice President, Brand Marketing, at Taco Bell, where she was responsible for leading the team that designed Doritos Locos Tacos, its most successful product ever. She also helped introduce the restaurant's breakfast menu. Stephanie was with the brand for over 12 years, during which she also led the company's launch of its first frozen beverage line, repositioning Taco Bell's Late Night brand to *Fourthmeal*, and redefining Taco Bell's Value proposition.

Her record of accomplishments also includes generating record sales and profit for Fortune 500 companies, receiving Adweek's Advertising Women of New York "Changing the Game" Award and being named one of Fast Company's Most Creative People in Business in 2016.

Stephanie holds an MBA from the UCLA Anderson School of Management and a Business Economics undergraduate degree from UCLA.