



### **Brian Niccol**

**CEO**

**Taco Bell**

Brian Niccol became CEO of the Taco Bell division on January 1, 2015, and reports directly to Yum! Brands' CEO, Greg Creed. In his new role, Niccol is responsible for driving overall brand strategy and performance of the business in the U.S. and internationally. He is accountable for doubling the business by 2022, going from \$7 billion to \$14 billion in revenue and opening 2,000 new restaurants.

Niccol joined Taco Bell in 2011 and previously served as President of Taco Bell from 2013-2014, where under his leadership, Taco Bell successfully launched breakfast, the fastest growing daypart in the industry, as well as mobile ordering and payment. He also put a renewed focus on brand relevance through digital, social, mobile technology and a people-centric culture. Niccol was promoted to President in 2013 after repositioning the brand from food as fuel to food as experience in his role as Chief Marketing and Innovation Officer (CMIO). As CMIO, Niccol introduced the Live Más tagline, the breakthrough Doritos Locos Tacos, and fresh new products including the game-changing Cantina Power menu.

Prior to his positions at Taco Bell, he joined Pizza Hut in late 2005 as Vice President of Strategy. During his tenure at Pizza Hut, Niccol also served as CMO, where he led the brand strategy and positioning that achieved record transactions and market share and as General Manager for Pizza Hut, Inc., where he managed the brand and led an organization of nearly 16,000 people in more than 6,000 restaurants. Additionally, he opened a new digital/mobile access mode that generated over a half billion dollars in sales.

Before joining Pizza Hut, Niccol spent 10 years in various brand management positions at Procter & Gamble. Niccol holds an undergraduate degree from Miami University (OH) and an MBA from The University of Chicago Booth School of Business. Niccol serves as Chairman of the Taco Bell Foundation for Teens and serves on the Board of Governors for the Boys & Girls Club of America.