



# Jon Rice

*Partner & CMO*

## About Jon

Jon is a Chief Outsiders Partner and CMO based in Dallas. He helps B2C companies build brands through strategic insight and innovative creative solutions. A senior marketing professional, Jon clarifies customer needs, identifies new markets and expands brands internationally. Effectively aligning marketing strategy with efficient resources, he matures marketing staff and develops trade area marketing plans, improves franchisee relationships and creates innovative messaging across multiple channels.

## How Jon has Helped Businesses Grow

- Generated a 15% sales improvement by developing a menu-repositioning campaign which was recognized with the National Cattlemen's Beef Association's "Beef Backer Award" for best chain restaurant marketing effort.
- Led the marketing team at Chuck E. Cheese's during a period of dramatic change when the brand grew from annual revenues of \$300 million to become the \$800 million segment leader.
- Responsible for major expansion of CEC Entertainment's marketing efforts, including developing highly effective co-marketing partnerships with leading national brands Disney, Blockbuster Video, Kraft, Minute Maid and Nickelodeon.
- Generated on-going annual savings of over \$2MM by restructuring internal and external marketing support.
- Introduced a custom email database and CRM system that grew to over 2 million active users and functioned as a highly efficient sales-building and data collection tool.
- Created the first-ever bilingual TV ad for children on Nickelodeon's Dora the Explorer as well as partnering with Telemundo, Univision, and Televisa to establish the company's first Hispanic marketing initiative.

## Executive Marketing Experience

- EVP, Chief Marketing Officer - HomeStyle Dining, LLC
- Vice President, Client Partnership - Razor Marketing
- President, Director of Marketing - Cookies by Design
- VP Marketing - Chuck E. Cheese's
- Director International Marketing - Church's Chicken
- Director Marketing - Marriott Corporation

## Expertise

### Industry Experience

- Retail
- Consumer
- Hospitality

### Specialties

- Brand Strategy/Refresh
- Positioning & Messaging
- Digital Transformation

## Contact Information

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## Clients Served

- Modern Art Museum of Fort Worth (Museums and Institutions)
- Six Month Smiles (Healthcare)
- Performance POP (Marketing and Advertising)
- Sonny's BBQ (Restaurants)
- Cordua Restaurants Lp (Restaurants)
- BTfurnishings (Retail)
- Datapoint Media Group (Internet)
- Snyder's LTD. (Environmental Services)
- WFF (Non-Profit Organization Management)
- Talyst, LLC (Healthcare)
- Lasco Enterprises (Restaurants)
- Pure Dental (Healthcare)
- Church's Chicken (Restaurants)

## Published Works

- [3 Ways to Justify a Chief Marketing Officer](#)
- [The Cost of Doing Nothing](#)References

## References

*"Jon Rice is excellent!"*

**Juan Carolos Deshon, CEO, Cordua Restaurants**