



Jon Rice

Partner & CMO

About Jon

Jon is an Area Managing Partner and CMO based in Dallas who assists multi-unit restaurant, retail, and medical service brands to build sales through strategic insight and innovative creative solutions. Effectively aligning marketing strategy with efficient resources, Jon develops marketing teams and improves relationships with field operations while creating programs that drive transactions at the unit level.

Jon Rice, a retail marketing veteran, is known for his hands-on approach to growing revenue and establishing a sustainable marketing process for his clients. Over his ten years as a Chief Outsider, Jon has been a top performer, serving over 50 clients with various business challenges. His strategic thinking, collaborative approach, and the lasting improvement in clients' marketing capabilities are all part of his DNA.

How Jon has Helped Businesses Grow

- Revamped the marketing plan for a 72-office Dental service organization, resulting in over \$2 million in savings
- Led marketing turnaround at Chuck E. Cheese's, growing the brand from \$300 million to become the \$800-million segment leader.
- Restructured marketing for a 1,000+ unit QSR chain with a projected annual savings of over \$800,000.
- Developed a marketing support process for a 67 dental chain, which dramatically reduced wasteful spending and off-brand programs.
- Directed the creation of a repositioning strategy for an upscale, 12-unit casual dining concept, producing a 10% comp sales improvement.
- Served as interim CMO for casual dining chain and realigned marketing department, generating an 8% turnaround in sales.

Executive 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/Travel/Entertainment

Specialties

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

Contact Information

Jon Rice
Phone: 972.489.1193
JRice@chiefoutsiders.com
www.chiefoutsiders.com

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)
- Snyder's LTD. (Environmental Services)
- Women's Foodservice Forum (Non-Profit Organization Management)
- Talyst, LLC (Healthcare)
- Lasco Enterprises (Restaurants)
- Pure Dental (Healthcare)
- Church's Chicken (Restaurants)
- Greenberg's Coffee (Food & Beverages)
- Skyline Deli & Café (Restaurants)
- Alpaca/Belsono (Medical Devices)

Published Works

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

Client Case Studies

- Revitalizing Restaurant Chain Sales with a Data-Driven Marketing Plan

Awards and Honors

- Chief Outsiders, CMO of the year, 2018
- Top Revenue and Top Deal Producer Awards,, 2023
- Vistage Member since 2017
- Founding Member XPX, Exit Planning Exchange, Dallas Chapter
- National Cattlemen's Beef Association's "Beef Backer Award" - best chain restaurant marketing effort, 2013

References

"Jon Rice is excellent!"

Juan Carolos Deshon, CEO, Cordua Restaurants