



Jon Rice

Partner & CMO

About Jon

Jon is a Chief Outsiders Partner and CMO based in Dallas who helps multi-unit restaurant, retail, and medical service brands 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.

How Jon has Helped Businesses Grow

- Led marketing turnaround at Chuck E. Cheese's, growing 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.
- Generated a 15% sales improvement for a 200-location family steakhouse chain with a menu-relaunch campaign which was recognized by the National Cattlemen's Beef Association's "Beef Backer Award" for best chain restaurant marketing effort.
- Developed marketing support process for a 67 dental office chain which dramatically reduced wasteful spending and off-brand programs.
- Directed the creation of 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 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/Travel/Entertainment

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)
- 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](#)

References

"Jon Rice is excellent!"

Juan Carolos Deshon, CEO, Cordua Restaurants