



Terry Stanley

Specialties

- Brand equity development, innovation leadership, strategic planning and deployment
- Packaged food and restaurant innovation, menu strategy, restaurant concept development
- Portfolio optimization and strategic expansion
- Innovation pipeline development and project management systems
- Customer and consumer insights that drive business results
- Profit optimization, margin enhancement, and pricing strategy
- International franchise development and product sourcing
- Retail product licensing
- Advertising/promotion agency selection and management

Where Terry Can Help Your Business

- Develop clear Brand Identity that aligns with CEO vision and develop plans to ensure strategic alignment across product, pricing, communication and sales/operation execution
- Identify Customer and Competitive Insights that will fuel business growth strategies
- Work with senior management to identify growth opportunities in current and new markets/segments
- Establish an Innovation Pipeline to drive sustainable growth with proven project management principles that improve odds of success from creation to execution
- Develop annual marketing plans to meet business goals and establish best practices in plan execution
- Marketing organization design and leadership coaching

Success Stories

- Established Darden international franchise strategy, selected franchisees, established international supply chain and develop internal department. Results: opened 53 restaurants in 5 years with over \$100 million in sales and \$7 million in royalties
- Developed package good strategy to bring Olive Garden, Red Lobster and LongHorn branded products to retail (licensed). Results: \$111 million in annual sales and \$6.4 million in profit.
- Repositioned LongHorn Steakhouse after acquisition from a “road house” to a “ranch house”. Upscaled menu, uniforms, décor and design to compete directly with Outback Steakhouse. Results: LongHorn has seen same restaurant sales growth since implementation and has expanded from 250 to 485 restaurants.

Executive Marketing Positions

President, Darden International Franchise Operations

CMO, Olive Garden, Darden

CMO, LongHorn Steakhouse, Darden

VP Marketing, Healthy Choice Frozen Meals, ConAgra Foods

VP Marketing, Marie Callender's Frozen Meals, ConAgra Foods

Brand Management, SC Johnson

Education

MBA Kellogg Business School,
Northwestern University

BBA Ross Business School,
University of Michigan

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Biography

Terry Stanley has enjoyed a successful career in building businesses and driving innovation in retail, hospitality and consumer packaged goods.

He is a proactive change agent that looks for growth opportunities that leverage/builds brand strengths and company competencies. With a keen eye on, Strategy, Structure, Process, and People, Terry has achieved meaningful growth in a variety of business situations.

Most recently, Terry lead international franchise operations for Darden restaurants as President and SVP. He devised the market entry strategy for Mexico, Middle East, Central America, South America and Asia. This was a new venture for Darden, so all aspects of the go-to-market strategy need to be developed and agreed to by senior management; market prioritization, partner selection, supply chain establishment, menu strategy, site selection, restaurant design and partner training. In 5 years, opened over 50 restaurants with sales over \$100 million.

As SVP of Business Development, Terry was successful at aligning to a package goods entry strategy that had been discussed for decades but never approved. We entered with brand building quality ingredients not packaged meals. Sales for the products exceeded \$100 million and include Olive Garden Salad Dressing, Olive Oils, Croutons and Red Lobster Cheddar Bay Biscuit Mix.

Terry was also CMO of Olive Garden and LongHorn Steakhouse. In both roles, he was responsible for brand strategy, growth strategy, communication strategy, menu strategy and product development. He expanded lunch at Olive Garden with Flat Bread, Sandwiches and New Soups. Also, his team developed a campaign to make Olive Garden the Facebook leader in Casual Dining.

Prior to that, Terry was responsible for structuring and leading the marketing department after LongHorn Steakhouse was acquired from Rare Hospitality. The brand was repositioned from a “road house” to a “ranch house”; upscaling the menu, uniform, décor and design to compete directly with Outback. LongHorn has exceeded Darden’s growth expectations and experienced same restaurant sales growth since implementation.

Terry also had 8 years of experience leading Healthy Choice and Marie Callender’s frozen meals at ConAgra Foods and 5 years at SC Johnson. He also had 8 years of retail experience as Division Manager for Evola Music, the largest chain of music instrument stores in Michigan.

Terry holds an MBA from Northwestern University’s Kellogg School of Business and a BBA from University of Michigan’s Ross School of Business. Terry loves to cook, has a love/hate relationship with golf and is a cigar aficionado.



Chief Outsiders
Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an “Executives-as-a-Service” firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.