



Captain D's names new chief marketing officer

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Jonathan Muhtar has been named chief marketing officer at Captain D's.

Muhtar is the latest member to join the Captain D's executive team since Phil Greifeld was named CEO and president **in 2010**. He will be tasked with increasing the chain's brand presence on a local franchise level and on a national level, and will be directly responsible for all marketing, research and product development.

"Our executive team has been greatly strengthened with the addition of a marketer with a highly creative, experienced, diverse background. In Jonathan Muhtar, we have found the ideal candidate to bring marketing innovation and execution to the Captain D's system," Greifeld said.

Muhtar most recently served as the vice president of Global Marketing & Innovation for Burger King Inc. In this role, he had global responsibilities for conceptualizing, developing and executing marketing strategies for the \$14 billion global QSR chain with 12,000 restaurants. He held direct responsibility for product marketing, innovation and product development.

Prior to this position, Muhtar served as the senior director of New Concept Strategy & Global Development for Burger King. In this role, he led the development of the Whopper Bar as well as the new BK restaurant design image. His tenure at Burger King also included the positions of senior director of Product Marketing, director of Product Marketing and manager of Product Marketing.

Prior to Burger King, Muhtar served as a consultant with Kurt Salmon Associates, developing marketing channel strategies and researching market and consumer trends for various Fortune 500 companies.

Muhtar graduated from Tulane University with a degree in political science and also received an MBA from Northwestern University's Kellogg School of Management.

"Throughout my career, I have had the privilege of leading restaurant marketing initiatives with a variety of brands. Captain D's is undergoing some exciting changes, and I see tremendous potential in this iconic, veteran brand," he said. "This brand has a tremendous base for growth."

Headquartered in Nashville, Tenn., Captain D's owns, operates and franchises 527 restaurants in 25 states.

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