

KYLE CRAIG

Kyle has been involved in a broad spectrum of executive positions in his 30 years of business experience, having been the president of a multi-billion dollar franchise restaurant chain; Chairman/CEO of one of America's largest casual restaurant companies; and chairman of a new start-up venture.

He has been recognized as one of America's most accomplished marketers. Kyle began his career in the advertising agency business, but has spent the last 20 years in the restaurant industry. He became Executive Vice President of Worldwide Marketing for Burger King and launched the landmark "Battle of the Burgers" campaign. That campaign was one of the most successful campaigns in the industry's history.

He was Chairman/CEO of S&A Restaurants (Steak & Ale and Bennigans) during some of their most successful years. He also launched the Key West Grill and Bay Street Seafood restaurant concepts during that period.

He spent five years with PepsiCo's restaurant group. As President of Kentucky Fried Chicken's domestic business, he pioneered the repositioning of the concept by changing the name to KFC and launching its first non-fried chicken products.

From 1993 he served as Chief Concept Officer for Boston Market, as well as Chairman of Einstein Bros. Bagels (Boston Chicken's venture in the bagel business).

In the fall of 1996, Kyle began teaching Marketing and Leadership courses at the Daniels School of Business at the University of Denver. He also started a new consulting company, Outlook Consulting, and serves on several Boards of Directors. Today he spends most of his time working with major corporations on Leadership programs, and continues to enjoy teaching in the MBA program at the University of Denver.

Kyle is a University of Kansas graduate in Journalism, and received his MBA from Harvard Business School. He and his wife and daughters divide their time between their homes in Denver and Steamboat Springs, Colorado.