

# JOE SIEVE

BRAND HEAD



Joe Sieve serves as Brand Head of Rusty Taco, an emerging fast casual restaurant concept featuring a variety of deliciously uncomplicated tacos crafted by hand. Rusty Taco is a part of the Inspire Brands family of restaurants.

As the Brand Head of Rusty Taco, Sieve is responsible for leading all aspects of the brand and driving its long-term growth. He also serves as Vice President of Franchise Development for Inspire.

Prior to Inspire, Sieve led franchise development for Arby's, where he was responsible for the growth of the brand across the U.S. and Canada. During his tenure, Arby's was recognized as a Top 10 Best Franchise Deal by QSR Magazine, achieved net positive unit growth for the first time in nearly a decade and signed development agreements for the opening of more than 400 new restaurants.

Prior to Arby's, Sieve was the director of strategic market growth at Domino's, the largest pizza company in the world. There he led the "Fortress Strategy," a crucial component of the brand turnaround. This project resulted in increased AUV's, EBITDA and made Domino's No. 1 in market share in target DMA's. Sieve then became a franchisee of Domino's, owning 58 locations and employing more than 1,000 team members. As a franchisee, he increased his total company revenues by 75 percent.

Sieve is an alumnus of the University of Missouri-Columbia where he received a Bachelor's degree in Marketing and Management.

**TACOS ARE *the most* IMPORTANT *meal of* THE DAY**