Jim Roo started his restaurant career in 1984; he has experience with American and Asian cuisine. He has been a franchisee or licensee of . . .

- Mark Pi's Express
- Wall Street Deli
- Great Steak & Potato
- Jamba Juice
- Walter's Pizzeria
- Taco Maker
- Starbucks

He has also operated full service, fine dining concepts such as Mark Pi's China Gate.

The locations of his restaurants include:

- office buildings
- universities
- hospitals
- military bases



Jim specializes in providing food and quick shop services to captive audiences of locations like office buildings and apartment complexes that provide on-site amenities.

Current locations are:

- 1801 Eatery, Qwest Tower, Denver Colorado.
- **1801 Market**, Qwest Tower, Denver, Colorado.
- 15th Street Cafe, Denver Colorado
- Bookstore Brew 500, Anschutz Medical Campus, Denver, Colorado (not shown)
- The Hut, Moundview Office Building, Broomfield, CO
- Intermission Cafe, Xcel Energy Building, Larrimer St., Denver Colorado.
- Intermission Cafe, Auraria Higher Education Center, Science Building, Denver, Colorado.
- Intermission Cafe, Community College of Denver, Colorado.
- Intermission Cafe, Anschutz Medical Campus, Denver, Colorado

In 2002, Jim was named Franchise of the year by Wall Street Deli. He is also president of Mark Pi's Express Advertising Co-Op, Inc.