



# MARIA RIVERA

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Chief Executive Officer | Partner & Investor |  
Modern Brand Builder with Multi Sector  
Credibility

Maria is a grassroots executive with more than 20 years of experience leading multi-unit and omnichannel retail and food service companies. Maria simplifies issues and builds organizations to hold a stronger position in the customer eye. She is known and recognized for her development and transformational work in some of the fastest growing and most relevant brands in the Retail & Restaurant space (Smalls Sliders, Krispy Kreme, Darden Restaurants, The Walt Disney Company). Given today's massive disruption in consumer behavior, she brings a unique perspective, at a time where reimagining brands faster than the rate that consumers are reimagining themselves truly matters. With a strong ability to connect brands to purpose and differentiation, Maria is known to put people at the core of what matters most and unlocking capability to drive performance.

In late 2022, Maria was named Chief Executive Officer for Smalls Holding, LLC, the parent company of Smalls Sliders. With over 400 units in its development pipeline, the brand garnered fanatical guest following, being named one of Nation's Restaurant News Breakout Brand of the Year, and to Inc. 5000's Fastest Growing Companies in America.

Prior to Smalls Sliders, she served as Krispy Kreme's US President, where under her tenure revenues grew from \$300M to ~\$1B and delivered increased EBITDA growth YOY for five consecutive years. As part of her progressive growth vision, Maria and her team expanded Krispy Kreme's omnichannel strategy, adding innovative layers across e-commerce, and points of access expansion. Before Krispy Kreme, Maria served in a variety of executive roles for Logan's Roadhouse, TGI Friday's, Darden Restaurants, Caesar's, Hilton, and The Walt Disney Company, where she led critical implementation strategies in M&A, operations, supply chain, technology, development, and business intelligence.

Maria was at the forefront of navigating the global pandemic creating an enterprise response team while driving innovation which surpassed shareholder expectations and earning "best in category" industry- leading food safety recognitions.

Having received numerous individual industry leading awards, Maria's greatest accomplishment will always be her family.