

# David Goebel

## Board Director

Jack in the Box, Inc.  
Wingstop Restaurants, Inc.

## Former CEO

Applebee's International, Inc.



Dave Goebel is an accomplished Fortune 250 CEO, board director, and entrepreneur. He brings more than 35 years of leadership experience orchestrating successful growth strategies with fast-paced organizations. At The ExCo Group, he has mentored CEOs and emerging C-suite executives in the technology, banking, financial services, private equity, healthcare, hospitality/food service, insurance and pharmaceutical industries.

In addition to his work at The ExCo Group, Goebel serves as board director at Jack in the Box, Inc. (NASDAQ: JACK), Wingstop Restaurants, Inc., a publicly traded company in the hospitality segment, iOR Partners, a privately held company that pioneers office-based surgery in ophthalmology, and Murphy USA, a publicly traded company.

Prior to joining The ExCo Group, Goebel held senior executive positions at Applebee's, including serving as president and CEO, during which time the \$4.5B company operated 2,000 restaurants in the U.S. and internationally. As CEO of Applebee's International, Inc., he effectively dealt with activist shareholders. His track record of success includes expanding both short—and long-term shareholder value. Goebel is experienced in leading public and privately held companies, including those that incorporated franchises within their model. He has effectively led organizations through transformation, often resulting in disruptive business models that have generated significant growth and increased market share.

Before joining Applebee's, Goebel was president of Summit Management, Inc. His largest entrepreneurial venture was with Finest Foodservice LLC, a Boston Chicken/Boston Market franchise that he founded and co-owned, which was responsible

for developing and operating 80 restaurants in seven Midwestern states.

As part of his philanthropy and community service, Goebel is an advisor and speaker at Dark Horse Elite, a nonprofit organization dedicated to empowering special forces personnel and combat veterans. He is also a board member of Carl's Cause, a 501(c)(3) that promotes mental health awareness. Additionally, he volunteers with Monarch Hospice, visiting hospice patients alongside his trained therapy Golden Retriever, Paulo.

Goebel holds an undergraduate degree from the University of Notre Dame and did postgraduate work at The Ohio State University. His undergraduate degree in psychology and sociology and his postgraduate studies in personnel administration are the foundation for his propensity to help leaders grow beyond their expectations.

Goebel chaired a board for the Archdiocese of Kansas City Schools for over 12 years. In addition, Goebel frequently lectures in the Kansas City area on Leading by Principals and Values, enjoys spending time with his wife, children, and grandchildren, and dedicated more than 20 years extending his leadership skills on the field as a baseball coach.



*I am managing \$160B in assets. I didn't have time to spend two days on the retreat, but I did, and it was incredible. My mentor could not only add value from a professional perspective, but he also gets me. I can trust him.*

**– Chief Investment Officer, Fortune 50 Financial Services Firm**