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Measurable Results. Leadership Impact.

Keith Guilbault

Former Board Member, President & CEO
QDOBA Mexican Eats

Former Chief Marketing Officer
Jack in the Box Inc (NASDAQ: JACK)



Keith Guilbault is a former board member and CEO with over 35 years of experience in marketing, operations, and franchising, in both public and private equity contexts. His other leadership roles have included Brand President, Chief Operating Officer, and Chief Marketing Officer. He was most recently a board member and the Chief Executive Officer of QDOBA Mexican Eats, a $1.1B, 750-unit Mexican fast-casual restaurant chain, and previously served as Chief Marketing Officer of Jack in the Box Inc (NASDAQ: JACK). As an ExCo mentor, his unique blend of deep marketing and operating expertise enables him to help his clients drive values-based, high-performance cultures and establish a foundation for organizational growth and sustainability.

As Executive Director and CEO of QDOBA, Guilbault stewarded the company through two successful private equity transactions, a carve-out including a headquarters relocation, and the creation of a new spirit and direction as a stand-alone company. In this role, he defined and drove a strong culture of performance, positivity, and hospitality across company and franchise systems. As Brand President, Guilbault built and led a completely new team to improve key performance metrics including sales, operating margin, and EBITDA while setting the foundation for growth. These improvements were a direct result of Guilbault's belief in leveraging the collective diversity and input of all employees and franchisees.

Guilbault held a series of leadership roles at Jack in the Box, culminating in his role as SVP, Chief Marketing Officer for the $3B publicly held restaurant chain. In this role, he led the translation of the newly created brand positioning to a defined consumer value proposition, and achieved 10 straight quarters of same-store-sales growth. During his tenure at Jack in the Box, the franchise mix increased from 20% to 85%. He also reset the creative direction, social and overall media strategy, launched the award-winning Late-Night campaign, and led the development and rollout of the top performing product rollout in 20 years. Under Guilbault's leadership, the new unit pipeline increased from 60 units to over 350 units by focusing on improving unit economics and gaining larger strategic partners. His earlier roles at Jack in the Box included VP Menu Strategy & Innovation and VP Franchising, and he began his career there as Regional Vice President of Company Operations, leading the turnaround of the poorest performing business unit into the second-best performing in 12 months.

Earlier, he held director and management positions at Ariba/Freemarkets, Inc., Priceline Webhouse Club, and began his career at Mobil Oil Corporation.

Guibault holds a B.S. in Marketing from the University of Rhode Island and an MBA from Pepperdine University. His native language is English, and he is currently learning Thai and Vietnamese. He is a proud supporter of numerous charities for the military, disadvantaged children, and pet shelters. He is an animal lover and often sponsors pet adoptions. In his free time, Guilbault enjoys staying active through exercise, martial arts, and spending time outdoors. He currently resides in San Diego, California.