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Donagh Herlihy Joins Bloomin' Brands as EVP Digital & CIO

TAMPA, Fla., Sept. 2, 2014 /PRNewswire/ -- Bloomin' Brands, Inc. (NASDAQ: [BLMN](#)) announced the appointment of Donagh Herlihy as Executive Vice President Digital & Chief Information Officer. Herlihy joins the company from Avon where he led eCommerce and global information technology strategy and operations. His appointment is effective today.

"Donagh's expertise integrating IT with marketing will be invaluable as we continue to enhance our digital marketing and technology applications," said Elizabeth Smith, CEO. "In addition, he has united geographically dispersed country-led organizations into single global business units for two complex brands. His insight will guide us as we implement our long-term strategic growth plan internationally."

Herlihy joined Avon in 2008. Prior to that role, he served as Chief Information Officer for the Wrigley Company where he drove the global transformation of the organization and business processes. His previous experience also includes leadership positions in Human Resources and Supply Chain.

Herlihy holds a BSC in Industrial Engineering and an MA from the Institute of Technology and Trinity College in Dublin. He has completed the Executive Program at the University of Michigan, Ross School of Business.

About Bloomin' Brands, Inc.

Bloomin' Brands, Inc. is one of the largest casual dining restaurant companies in the world with a portfolio of leading, differentiated restaurant concepts. The Company has five founder-inspired brands: Outback Steakhouse, Carrabba's

Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse and Wine Bar and Roy's. The Company owns and operates more than 1,500 restaurants in 48 states, Puerto Rico, Guam and 21 countries, some of which are franchise locations. For more information, please visit bloominbrands.com.

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