



## **Astrid Isaacs Joins Bloomin' Brands as Chief Technology Officer**

November 3, 2021

**TAMPA, Fla. (Nov. 3, 2021)** – Bloomin' Brands, Inc. (Nasdaq:BLMN) today announced the appointment of Astrid Isaacs to Chief Technology Officer for Bloomin' Brands. She will lead the company's technology strategy and platforms, while overseeing the IT, Digital and Loyalty teams. Isaacs will also join the Executive Leadership Team.

"Astrid's proven ability to develop and implement technology to enable growth and enhance customer service, while improving productivity, will create a great deal of value for our customers and our company," said David Deno, Chief Executive Officer of Bloomin' Brands. "Digital connections, whether with our customers, our operators or our restaurant systems, have become a lifeline in our brands and many others. Astrid's experience with well-known restaurant companies, including our operating environment, brings a familiar yet fresh approach to our team as we continue to meet the needs of our customers wherever and however they wish, in their homes, offices, or in our dining rooms."

Isaacs, who rejoins Bloomin' Brands, served in several leadership roles during her five-year tenure with the company, including Vice President of Restaurant Technology. She also served as Vice President of Digital and Consumer Technology at Subway. In addition, she led all technology initiatives for over 30 countries at Papa John's and held various IT roles at Yum! Restaurants International in the United Kingdom.

Isaacs holds a Bachelor of Science from the University of Westminster, UK and a Business and Technology Higher National Diploma in Computer Science from Croydon College, UK. She also serves on the Board of Governors for Restaurant Technology Network and is a member of the Society for Information Management and International Food & Beverage Technology Association.

### **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 four founder-inspired brands: Outback Steakhouse, Carrabba's Italian Grill, Bonafish Grill and Fleming's Prime Steakhouse and Wine Bar. The Company owns and operates more than 1,450 restaurants in 47 states, Guam and 20 countries, some of which are franchise locations. For more information, please visit [bloominbrands.com](https://www.bloominbrands.com).