

YARON GOLDMAN

Hospitality Management Executive | Restaurant Operations, Valuation, Turnaround, and Multi-Unit Growth

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EXECUTIVE BACKGROUND

Yaron Goldman is a senior hospitality and restaurant executive with more than twenty-five years of experience leading multi-unit restaurant organizations, executing operational turnarounds, overseeing restaurant growth strategies, managing substantial profit-and-loss responsibility, and creating enterprise value across restaurant, brewery, franchise, and hospitality platforms. His background includes executive leadership as a chief executive officer, chief operating officer, interim president, owner, and court-certified expert witness in restaurant valuation and operations.

Mr. Goldman has directed operations across geographically dispersed restaurant portfolios, supervised large executive and unit-level teams, negotiated supplier and beverage agreements, led merger-and-acquisition activity, supported sell-side transaction preparation, opened and developed new restaurant units, and implemented operational controls designed to improve store-level profitability, labor efficiency, guest satisfaction, and shareholder returns. This CV is prepared in a professional background format suitable for counsel's review in connection with a potential legal matter.

AREAS OF EXPERTISE

Functional Area	Representative Experience
Restaurant Operations	Multi-unit operations, unit-level accountability, operational audits, guest experience, labor optimization, and KPI implementation.
Executive Leadership	CEO, COO, interim president, owner, executive team development, organizational restructuring, and turnaround management.
Financial Management	P&L responsibility, margin expansion, budgeting, store-level EBITDA improvement, and cash-loss reduction.
Growth and Development	New unit openings, site selection, brand development, franchise and licensee expansion, and pipeline management.
Mergers and Acquisitions	Operational due diligence, integration planning, divestitures, sell-side preparation, and strategic transaction support.
Restaurant Valuation and Litigation Support	Court-certified expert witness in restaurant valuation and operations, restaurant operating analysis, and business-value drivers.

PROFESSIONAL EXPERIENCE

TJ Ribs | *Baton Rouge, Louisiana*

Owner August 2025 – Present

Mr. Goldman has served as owner of TJ Ribs in Baton Rouge, Louisiana since August 2025. In this ownership role, he is responsible for strategic oversight, operating performance, brand stewardship, management accountability, financial review, and continued business development for a recognized restaurant operation. His work as owner draws on his long-standing background in restaurant operations, unit economics, leadership development, guest experience, vendor management, and profitability improvement.

Tangled Root Beverage Company | *Illinois*

Interim President October 2025 – May 1, 2026

Mr. Goldman served as Interim President of Tangled Root Beverage Company from October 2025 through May 1, 2026. In this role, he led operational stabilization and turnaround initiatives for a multi-location brewery and hospitality company, with a focus on strengthening controls, improving unit-level execution, reducing operating losses, and preparing the business for strategic alternatives.

During his interim leadership period, Mr. Goldman spearheaded a cost restructuring initiative that included vendor renegotiations, labor-model optimization, and enhanced operating controls. He also supported revenue improvement through targeted marketing investments and guest-experience initiatives. His responsibilities included operational due diligence and preparation for a sell-side M&A process, including work supporting the generation of multiple letters of intent.

The Finally Restaurant Group | *Bozeman, Montana*

Chief Executive Officer September 2020 – August 2025

Mr. Goldman served as Chief Executive Officer of The Finally Restaurant Group from September 2020 through August 2025. He directed enterprise-wide operational strategy across a multi-state restaurant platform with multiple brands, substantial annual budget responsibility, and a large employee base. His leadership focused on growth, profitability, operational consistency, margin management, guest satisfaction, team development, and long-term corporate resilience.

He achieved significant store-level EBITDA improvement through cost restructuring, labor-model redesign, menu reengineering, lease and overhead review, and margin-improvement initiatives. He negotiated national supplier and beverage agreements, improved procurement efficiency, and strengthened supply-chain performance across the organization. He also launched a subscription-based loyalty program that generated recurring annual revenue at the restaurant level and introduced data-driven guest and employee survey programs to improve guest satisfaction and employee morale.

Mr. Goldman managed operational deployment for new restaurant development, successfully opened new locations, and built a strategic growth pipeline. He also navigated the operational complexities of the COVID-19 period, including supply-chain disruption, labor shortages, and operating-hour continuity. In addition, he initiated franchising and licensee growth initiatives and led the divestiture of a non-core brewery brand to streamline operations and align the company with its strategic mission.

SD Holdings | Charlotte, North Carolina

Chief Executive Officer / Chief Operating Officer 1999 – 2020

Mr. Goldman served in executive leadership roles with SD Holdings from 1999 through 2020, including Chief Executive Officer and Chief Operating Officer responsibilities. He architected and executed the operational growth strategy that scaled the organization from a single restaurant to more than 150 locations across multiple national quick-service, fast-casual, and casual-dining brands. The company's brand experience included Sonic, MOD Pizza, Fuzzy's Taco Shop, and McAlister's Deli.

Mr. Goldman managed substantial budget responsibility and led an organization with thousands of employees across multiple states. He built and scaled a high-performing executive leadership team, implemented operating controls and training programs, and maintained accountability across a geographically dispersed restaurant system. He also managed regulatory, tax, technology, compliance, marketing, vendor, and real estate matters affecting the enterprise.

His work at SD Holdings included the development and opening of more than 70 new restaurant units, the implementation of point-of-sale upgrades and PCI compliance initiatives, oversight of multimillion-dollar marketing campaigns, and the management of real estate sale-leaseback transactions across numerous locations. He also led or supported acquisition and sale activity that generated substantial enterprise value, including operational due diligence, integration planning, and post-closing performance management across multiple brand acquisitions and divestitures.

SELECTED LEADERSHIP AND TRANSACTION EXPERIENCE

Experience Category	Summary
Multi-Unit Restaurant Leadership	Led restaurant organizations ranging from individual ownership to portfolios exceeding 150 locations.
Enterprise Value Creation	Created significant enterprise value through organic growth, acquisitions, divestitures, operational improvement, and brand development.
Turnaround and Restructuring	Executed cost restructuring, labor optimization, vendor renegotiation, and cash-loss reduction initiatives.
New Unit Development	Oversaw site selection, construction management, operational launch, and development of more than 70 restaurant units.
M&A and Strategic Alternatives	Led operational due diligence, sell-side preparation, transaction integration, divestiture execution, and strategic buyer processes.
Hospitality Litigation Relevance	Possesses experience in restaurant operations, valuation drivers, franchise operations, profitability analysis, and expert-witness matters.

EDUCATION

Degree	Institution
Master of Business Administration	University of North Carolina, Charlotte, North Carolina
Bachelor of Science in Finance	University of Alabama, Tuscaloosa, Alabama

CERTIFICATIONS AND EXPERT WITNESS BACKGROUND

Credential or Recognition	Year / Detail
Court Certified Expert Witness	Restaurant Valuation and Operations, 2024

AWARDS, HONORS, AND PROFESSIONAL RECOGNITION

Recognition	Detail
Multi-Unit Franchise Conference Board Member	2014 – 2019
Sonic Games Recognition	Gold Winner, 2017 and 2019; Silver Winner, 2018
President's Circle Award	Award recipient
Franchisee of the Year	Five-time winner
Industry Speaking Experience	Presented at more than ten national and international conferences, including in the United Kingdom

SELECTED BRAND EXPERIENCE

Brand / Platform	Nature of Experience
TJ Ribs	Owner and restaurant operator in Baton Rouge, Louisiana.
Tangled Root Beverage Company	Interim president leading operational stabilization and strategic preparation.
The Finally Restaurant Group	CEO leading multi-state restaurant operations, growth, profitability, and divestiture activity.
Sonic	Multi-unit franchise operations, growth, marketing, and performance leadership.
MOD Pizza	Multi-unit operating and brand-growth experience.
Fuzzy's Taco Shop	Multi-unit operating and brand-growth experience.
McAlister's Deli	Foundational brand-growth experience, including scaling from an initial unit to a large multi-brand platform.

LEGAL AND CASE-RELEVANT BACKGROUND SUMMARY

Mr. Goldman's background is relevant to matters involving restaurant operations, restaurant valuation, multi-unit hospitality management, franchise and licensee systems, operational due diligence, store-level profitability, labor and cost controls, brand growth, supplier and beverage contracting, restaurant turnarounds, divestitures, and enterprise-value creation. His experience combines hands-on ownership, executive-level strategic leadership, operational restructuring, and court-certified expert-witness background in restaurant valuation and operations.