



## **Jordan Holm** *President, Boston Pizza International Inc.*

***“Having a strong recognizable brand that consumers trust and want to do business with creates value for all stakeholders.”***

- Jordan Holm

Jordan Holm is President of Boston Pizza International Inc. (“BPI”). He is also Director and President of Boston Pizza GP Inc., Managing General Partner of Boston Pizza Royalties Limited Partnership, administrator of Boston Pizza Royalties Income Fund.

Jordan joined BPI in May 2006 as Director of Investor Relations of the Boston Pizza Royalties Income Fund. He was appointed Vice President of Investor Relations in 2010 and Senior Vice President, Investor Relations & Corporate Communications in 2014. In 2016, Jordan was appointed Executive Vice President, Marketing and Communications of BPI, managing the national marketing team responsible for BPI’s brand strategy, development and awareness. In 2017, he was named President of BPI, overseeing the performance of Canadian operations and managing the executive team responsible for defining BPI’s strategy, objectives and business planning for more than 385 locations across Canada.

Jordan currently serves as a Director of the Boston Pizza Foundation, and is actively involved in giving back to the community. Boston Pizza Foundation is a registered charitable organization that has raised and donated more than \$24 million, since its inception in 1990, to directly improve the health and well-being of children and families. Kids Help Phone, Rick Hansen Foundation, Live Different, Big Brothers Big Sisters and Juvenile Diabetes Research Foundation are among the numerous charities Boston Pizza Foundation supports.

Prior to joining BPI, Jordan was the Director of Investor Relations with Manulife Financial. He has earned a Bachelor of Arts from Simon Fraser University and a Master of Business Administration from McGill University.