



Domino's® Names Joe Jordan Executive Vice President - International

December 18, 2017

Art D'Elia Joins Domino's as SVP - Chief Brand & Innovation Officer

ANN ARBOR, Mich., Dec. 18, 2017 /PRNewswire/ -- **Domino's Pizza**(NYSE: DPZ), **the recognized world leader in pizza delivery**, is pleased to announce today that Joe Jordan, U.S. chief marketing officer, is joining the Domino's leadership team and is being promoted to executive vice president – international, reporting to Richard Allison, president of Domino's International. Jordan will oversee the Domino's leadership team across Europe, the Middle East and Africa, regions which represent nearly one-half of Domino's international sales. The international marketing function will also report up to Jordan.



As chief marketing officer for the past three years, Domino's U.S. business grew double digits in same store sales in both 2015 and 2016, and nearly double digits through the first three quarters of 2017. In his time with the Domino's brand, Jordan led the launch of Domino's highly-successful Handmade Pan Pizza, Specialty Chicken, and salad products. Jordan also led the Domino's Marketing Advisory Council and Domino's National Advertising Fund Boards.

Domino's is also proud to announce that Art D'Elia, most recently chief marketing officer for Danone Dairy UBN, is joining Domino's as senior vice president - chief brand & innovation officer, reporting to Russell Weiner, president of Domino's U.S. D'Elia led marketing for Danone (maker of the Dannon, Oikos and Danimals brands) in the U.K., Ireland, Belgium, Netherlands and Luxembourg.

Art joined Danone in the U.S. in 2010 as director of marketing. He was named vice president of marketing in 2012, where he led brand marketing for the Oikos, Brand Dannon, Danimals and Packaged Frozen Yogurt businesses. Prior to Danone, Art served as senior brand manager for PepsiCo, overseeing the Pepsi-Lipton joint venture. A graduate of the University of Michigan, D'Elia is skilled in data and analytics, insights and strategy. He also brings broad experience in brand management, including creative advertising development, media strategy and agency management, and innovation.

"As our brand becomes a global leader in markets around the world we have a chance to expand our great leadership and provide opportunities for exceptional performers," said Patrick Doyle, Domino's president and CEO. "We're excited about this change, and the chance to share our resources and put proven leaders into positions we believe will help us accelerate our brand trajectory."

Jordan will officially begin his Domino's International role in April. He and D'Elia will be working closely in the coming months to ensure a smooth transition of leadership in Domino's U.S. marketing and innovation programs.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 14,400 stores in over 85 international markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the third quarter of 2017, Domino's had global retail sales of more than \$2.8 billion, with nearly \$1.4 billion in the U.S. and over \$1.4 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the third quarter of 2017. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2017, as part of an industry-first collaboration with Ford Motor Company, Domino's began a meaningful test of delivery using self-driving vehicles.

Order – dominos.com

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