

Bruce Schroder Bio

Bruce Schroder is President of Moe's Southwest Grill; a leading Fast Casual chain approaching 700 restaurants in 38 states. Moe's was recently named *Brand of the Year, Fast Casual Mexican Restaurant*, in The Harris Poll annual Brand awards for 2016. Prior to Moe's, Bruce most recently served as President, Regus Express North America. His prior restaurant experience includes Chief Operating Officer and President of Stores for Jamba Juice, VP/GM for Peet's Coffee & Tea for both Retail & Specialty and VP/GM of Taco Bell Express. In addition to his restaurant experience, Bruce has led consumer products growth for great brands like Pepsi, Starbucks, and SoBe during his 16 years at PepsiCo. Mr. Schroder was honored to deliver the keynote address for a White House "Champions of Change" event recognizing the Department of Labor's Summer Youth Jobs initiative. Bruce formerly served on the Board of Directors for Nature Bridge Yosemite, a non-profit organization committed to building environmental literacy & stewardship in our youth. He is a former CPA, father of three Eagle Scout sons and lives with his wife Barb in Atlanta, GA.