



The Briad Group Executive Bios

Brad Honigfeld

Founder and CEO

Brad Honigfeld, founder and chief executive officer of The Briad Group, has more than 20 years of hospitality experience in both hotel and restaurant management. As visionary, entrepreneur and leader of the company, Honigfeld has successfully guided Briad from its humble beginnings to its current success and profitability.

Honigfeld began his career at the age of 19 with Marriott Hotels Corporation. During a ten year period he rapidly advanced from an hourly employee to director of catering for the Boston Marriott Copley Place. He furthered his expertise in hospitality by obtaining a degree in Hotel and Restaurant Management. Determined to apply his food and hotel education, management abilities, innate entrepreneurial skills and business acumen, Honigfeld founded and established The Briad Group in 1987.

Honigfeld is an active and respected member of the franchise community serving on a number of committees and sitting on various industry panels. He was personally recognized by T.G.I. Friday's franchisor as Outstanding Developer of the Year in 1995. Honigfeld has utilized his keen insight, negotiating skills and vision to develop strategic alliances with financial institutions, contractors, vendors and other developers. These alliances have helped maximize Briad's profit and net worth.

Rick Barbrick

President and COO

Rick Barbrick has a long and distinguished career and brings with him a wealth of restaurant knowledge and a track record of success. Most recently, Barbrick has been President & CEO for Avado Brands, an operator of 117 full-service restaurants. The brands include Don Pablo's, a full-service Mexican chain, and Hops, a brewpub concept.

Prior to his position at Avado Brands, Barbrick was President, Chief Operating Officer for Bertucci's Corporation. He also has many more years as Vice President of Operations for Chilis and On the Border. Prior to this he held Director of Operations positions with numerous dining concepts.

Dave Cahill

Senior Vice President and CFO

Dave Cahill came to The Briad Group in 1992 to handle everything from accounting and administration to restaurant management and maintenance. In his current position as senior vice president and chief financial officer, Cahill is responsible for accounting, finance, risk management and insurance. He currently leads a large financial team in New Jersey and Arizona that strives to improve the efficiency, and maximize the profit, of Briad's businesses.

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Prior to joining the company Cahill has held various accounting positions during his 14-year tenure at Marriott Hotels & Resorts, including assistant controller, controller and senior financial officer for unit level operations. He was a distinguished employee at Marriott, and was named the company's Controller of the Year on two occasions.

Cahill earned a Bachelor of Science in accounting and computer sciences from Saint Joseph's University in Philadelphia. He contributes an entrepreneurial spirit and a professional attitude to The Briad Group.