



EXECUTIVE PROFILE



LIZ MATTHEWS

Chief Food Innovation Officer
Taco Bell Corp.

As Chief Food Innovation Officer (CFIO), Liz Matthews oversees the Product Development and Quality Assurance divisions at Taco Bell. With more than 20 years of experience in Food Service, Restaurants, Manufacturing, and Product Development, she leads the efforts around food safety, quality and the robust product pipeline to ensure customers are safe and satisfied with their Taco Bell meals.

Liz began her Taco Bell career in 1999 as Senior Project Leader in the Product Development department and was promoted in 2011 to Director of Food and Beverage Development. She led her team in the launch of over 50 items with new proteins and product forms, including the Quesadilla, Grilled Stuff Burrito, Shrimp Taco, Firstmeal, Beverages and numerous Limited Time Offers. Her team also drove improvements on the core menu. In 2012, she was promoted to Vice President of Food and Beverage Innovation, and then in 2013 was promoted to CFIO, as she continues to help the brand evolve with new product offerings, including the ground-breaking launch of Doritos Locos Tacos and the Cantina Bell Menu.

Prior to joining Taco Bell, Liz worked in manufacturing for six years at The Schwan Food Company in Product Development, where she led product launches domestically and overseas, including Malaysia, Singapore and Indonesia. Liz also worked for Garden Fresh Corporation in their Souplantation chain within the restaurant operations division. For nearly eight years she worked her way up from hostess, to restaurant manager trainer, to eventually opening new restaurant locations.

Liz is passionate about food and loves cooking. She is inspired to improve the food supply chain, not only at Taco Bell but within the QSR industry. She received her B.S. in Food Science and Dietetics at Cal State Long Beach. She and her husband, Scott, have two young children, and reside in South Bay, California.

#