



KELLY BRAUN LEFFERTS, ESQ.

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(813) 453-8724

Board Experience:

Restaurant Law Center- Board Chair

Women's Foodservice Forum-

- Board member
- Governance and Nominating Committee
- Compensation Committee
- formerly Finance Committee

Children's Home Society of Gulf Coast Florida- Board member

Professional Certifications:

National Association of Corporate Directors- Directorship Certification

Society of Corporate Governance – Certified Governance Professional

C-suite executive with 30+ years' experience in complex commercial, organizational, and legal challenges. Kelly is Executive Vice President, Chief Legal Officer, and Corporate Secretary for Bloomin' Brands, one of the world's largest casual dining companies (NASDAQ: BLMN; ~\$5B annual revenue), known for its Outback Steakhouse®; Carrabba's Italian Grill®; Bonefish Grill®; and Fleming's Prime Steakhouse® brands. She has experience in corporate and board governance, mergers & acquisitions, ESG, shareholder engagement, securities, corporate structure and formalities, risk management, franchising, and contract negotiation.

Board Value Proposition

Deep Board and Committee Knowledge. 30+ years of governance and 12+ years of board experience with Compensation, Governance, Audit, Operating and Risk committees. Led multiple board searches and experienced in CEO, CFO, and other C-level executive transitions.

Corporate Transformations and Transactions. Experience in both the public and private company space, having taken formerly NYSE listed company private, then after a 5-year period of private equity ownership, took the company public again on the NASDAQ stock market. Directed acquisition, structure, integration, and foundational support of multi-million-dollar restaurant and sports companies, and franchise groups. Understanding of publicly exploring strategic alternatives including company and subsidiary sales, and removal of costs to prepare for future growth. Integral to real estate sale lease-back transactions to provide capital for growth initiatives. Known for innovative solutions - in the threat to the survival of the restaurant business brought on by COVID, she helped position the company for success with a convertible bond offering to insure liquidity and facilitating a shift in fundamental business operations by removing barriers allowing for the company's outdoor dining, liquor delivery, and a subsequent credit agreement refinancing.

Stockholder Engagement. Leading stockholder outreach, including work with activist investors, environmental sustainability proposals, managing ISS and Glass Lewis recommendations to positive outcomes.

Governance, Risk and Compliance. A governance expert, she Chairs the Bloomin Brands' Governance Committee where she is responsible for the company's governance, risk, and compliance, including overseeing and monitoring the effectiveness of efforts to mitigate the company's top risks, including data privacy, cybersecurity, regulatory and litigation risks. She led Bloomin's efforts to modernize its governance and shareholder rights and implemented board refreshment and succession planning policies.

International. She is involved in building infrastructure to support international growth, working closely with the Bloomin' subsidiary in Brazil to ensure they are positioned for growth, and oversees international franchising compliance in the additional 12 countries where they operate.