

Jamie T. Richardson



White Castle System, Inc.

Vice President, Government and Shareholder Relations and Assistant Secretary

June, 2008 – Present

- Lead advocacy and brand reputation building efforts for White Castle and its business divisions. Oversee all public relations efforts and family based philanthropy initiatives. Serve as Secretary for the Ingram-White Castle Foundation. Responsible for working with ownership to create best business practices and good governance as well as development of 5th generation shareholders. Chair of family's succession planning task force, and chair of committee to create "Board of the Future" for the White Castle business.
- Key contact with CBS in shaping White Castle participation in network hit show, "Undercover Boss".
- In Government Relations arena, meet frequently with members of Congress, the Ohio Assembly and Ohio Senate to discuss issues and the impact of federal and state laws / regulations on the White Castle business. Have provided testimony to the United States Congress House Oversight and Government Reform Committee on behalf of the National Restaurant Association..

Director of Marketing

June, 2000 – May, 2008

- Responsible for leading creation and development of all marketing plans, efforts, initiatives and investment for over 400 White Castle restaurants. Direct responsibility for brand vitality and growth as well as stewardship of \$20 million budget. Key role in creating development and growth opportunities for 12 team members in the marketing department. Responsible for managing relationship with White Castle's advertising agency.
- Took lead role on negotiations with New Line Studios on "Harold and Kumar Go to White Castle" film.
- Other roles include serving as leader of multi-disciplinary Product Development Team, crisis management, as well as serving on White Castle's policy committee and long range planning committee. Chaired "Family Vision" task force which led to establishment of "Vision, Values and Guiding Principles" for entire White Castle organization.
- Winner of 3 "EFFIE" awards from the American Marketing Association– national recognition for the creativity and effectiveness of White Castle's marketing efforts. (1 Gold and 2 Silver.)

Assistant Director of Marketing

September, 1999 – May, 2000

- Management of Regional Marketing teams and Communication teams within White Castle marketing department. Key role in working with Church's Chicken through White Castle's role as franchisee.

Regional Marketing Manager

September, 1998 – August, 1999

- Management of regional marketing team as well as duties for Detroit, New Jersey, New York, and Philadelphia regions, managing local advertising efforts and programs.

J. Walter Thompson Advertising Agency

Partner, Management Supervisor

Client: Domino's Pizza

August, 1996 – August, 1998

- Orchestrated launch of JWT Account Team presence in Domino's Central Region. Full managerial and bottom line responsibilities. (From staffing to managing relationship with Domino's regional executive team.) Region included 32 DMA's with billings close to \$9 million. Account team of four people.

Account Supervisor

**Clients: White Castle, Carhartt, Akzo Nobel, Inc.,
Cole's Garlic Bread**

October, 1992 – July, 1996

- Fundamental role in crafting successful brand strategies, forging strong client relationships, and developing fully integrated communications programs. Valuable packaged goods experience. Leader of Account Team and key agency contact. Grew billings for all three brands.

Account Rep. / Field Account Supervisor

Client: Speedy Muffler King

January, 1988 – December, 1991

- Established field office presence in Speedy's Northeast Region in Boston, MA. Difficult client in an extremely competitive retail environment. Responsible for agency's local store marketing efforts as well as sell-in of plans for key markets.

Management Trainee

July, 1987 – December, 1987

One of two selected from field of 350 for intensive exposure to all agency disciplines.

Other Relevant Experience

Adjunct Professor – Ohio Dominican University

2006 - 2008

Taught several sections of "Introduction to Marketing" and "International Marketing" to Ohio Dominican University undergraduate students in LEAD program at ODU Easton Campus.

International Marketing Manager – Wolverine World Wide

January, 1992 – October, 1992

Successfully launched Wolverine Wilderness Footwear brand in 8 European countries. Duties included crafting of advertising support programs and sell-in to international distributor network.

Congressional Internship Washington D.C. – Congressman Carl Purcell

June, 1986-August 1986

Responsible for legislative correspondence and supporting constituent relations as well as legislative research on key votes. (specific emphasis on binary munitions and chemical weapons.)

Boy's Nation Delegate

Summer 1983

One of two “Senators” selected from the state of Michigan to attend American Legion Boy's Nation program in Washington, D.C.

Education

Ohio Dominican University – Columbus, OH

Master of Business Administration, December, 2005 4.0 G.P.A

Siena Heights University - Adrian, MI

Bachelor of Arts in Business Administration, Class of '87, 3.89 G.P.A. - Magna Cum Laude. Named the “Outstanding Male Student”, 1987. Earned Bachelor's degree in three years. Achieved letters in Cross Country, Indoor Track and Outdoor Track. Captain of the Cross Country team, senior season.

Current Professional And Community Service Involvement

Board of Trustees – National Council of Chain Restaurants

Board of Trustees – Family Enterprise USA, Vice Chair

Board of Trustees – Siena Heights University, Chair, Advancement Committee

Board of Trustees – Catholic Foundation – Chair, Marketing and Awareness Committee

Board of Trustees- American Red Cross of Greater Columbus, Chairman of Board

Board of Trustees – American Red Cross National Philanthropy Board – Washington, D.C.

Parish Finance Committee – St. Vincent de Paul Church

Honors and Recognition

National Council of Chain Restaurants – Grassroots Excellence Award - 2011

American Red Cross of Greater Columbus “Fundraiser of the Year” – 2011

American Red Cross of Greater Columbus “Fundraiser of the Year” – 2010

Siena Heights University – Outstanding Alumni Award – 2010

Boy Scouts of America – Cubmaster of the Year, Muskingum Valley Council - 2009

Personal

Married to Kate – we have five children who are the joy of our lives – Brendan, Chloe, Mary Grace, Maggie and Finn; enjoy running, reading, collecting and listening to classic vinyl LPs, spending time with family.