

**Hope Diaz, B.B.A. '99, M.B.A. '03**

Partner and Co-founder
Mrkt Group, LLC

Hope Diaz is partner and co-founder of Mrkt Group, LLC, a full-service real estate brokerage firm, focusing on commercial and residential development and design. As a seasoned executive with over 25 years of marketing experience and a Chief Marketing Officer at both public and private companies, Hope has focused on driving brand growth and sales by developing bold

and effective brand positioning strategies, marketing campaigns, and design for global, national, and regional brands by leveraging her research and analytics background.

Prior to founding Mrkt Group, Hope most recently served as the Chief Marketing Officer and Senior Vice President of Fiesta Restaurant Group, Inc, who owns, operates and franchises Pollo Tropical. In her role, she served on the Executive Committee and led all marketing efforts, including brand initiatives, media and strategic partnerships. She also sat on the board of the Fiesta Family Foundation.

Previously, Hope also served as the Global Chief Marketing Officer at Popeyes Louisiana Kitchen, owned by Restaurant Brands International, one of the world's largest quick-service restaurant companies, which also owns Burger King, Firehouse Subs, and Tim Hortons. During her tenure at RBI, she also held a variety of leadership roles at Burger King Corp, including serving as the Head of Global Innovation & Guest Understanding, as well as Head of Marketing Communications for North America.

Hope holds an MBA with a concentration in International Business, as well as a Bachelor of Business Administration degree in International Finance & Marketing from the University of Miami. She is actively involved in numerous activities and organizations in her community, including at Christopher Columbus High School through scholarship donation and as a member of their marketing committee.