



**Todd Coerver**  
**Chief Operating Officer**

Todd Coerver has served as chief operating officer for Taco Cabana since September 2012. He joined the company in late 2009 as the San Antonio-based brand's chief brand officer.

The 20-year restaurant industry veteran led Taco Cabana's recent four-year remodel program that touched virtually every restaurant in the system while improving operations, implementing table-delivery service and upgrading menu quality. With Taco Cabana revitalized against a modern Mexican identity focused on quality food, hospitable service and affordability, Coerver is leading the effort to contemporize the menu and present it in a more scalable format, allowing for increased real estate opportunities and accelerated growth.

Prior to Taco Cabana, he served 15 years with Whataburger, most recently as vice president of marketing & innovation.

Before making the leap to corporate restaurant marketing, branding and operations, Coerver worked at The Marketing Continuum in Dallas as senior account executive for the Smirnoff Vodka and Rolling Rock Beer promotional accounts. He also gained advertising agency experience at EvansGroup in Dallas.

Coerver received his Bachelor of Arts from the University of Georgia in 1991.