



# Darla Morse

## Chief Information Officer

Darla Morse serves as Chief Information Officer of Inspire Brands, a multi-brand restaurant company whose portfolio includes more than 4,700 Arby's, Buffalo Wild Wings, and Rusty Taco locations worldwide.

Morse previously served as the Chief Information Officer for Arby's Restaurant Group, Inc., where she was responsible for leading technology initiatives with the objective of continuing to enhance the restaurant experience for guests while driving operational efficiencies.

Prior to joining Arby's, Morse was Chief Information Officer of SeaWorld where she led the technology teams supporting SeaWorld's corporate headquarters and 12 parks. During her tenure at SeaWorld, Morse drove a number of industry-leading innovations including an enterprise mobile application for managing park wait times, providing guest information, and other key functionalities including food pre-order capability and mobile wallet for one-touch purchasing.

Before joining SeaWorld, Morse was with Walt Disney World Resorts for more than 17 years where she held a variety of technology roles. She was a member of the team that developed Disney's wristband, allowing the company to provide personalized offers to park and hotel guests, shift demand within the park, and use mobile technology to increase revenue.

Morse is an alumna of Florida Southern College where she received a Bachelor of Computer Science. She also received an MBA in Management Information Systems from Webster University.

