



With more than 30 years as a businessman, CEO and volunteer civic leader, Mike Rawlings has the hands-on experience in the public and private sectors to serve our City well as the next mayor.

Mike served as President and CEO of Dallas-based Pizza Hut, the largest pizza chain in the world, from 1997 until 2003. During this time, he directed a major turnaround in the company's business, resulting in the then highest weekly store sales in Pizza Hut history with system sales over \$5 billion. Under Rawlings' leadership same-store growth rose 19%, overall operating profit doubled and margins improved to record highs.

Mike's commitment to focusing on the people of Pizza Hut also resulted in a turnaround in the company's culture. In 1999, *D Magazine* recognized Pizza Hut's progress and named it "The Best Company to Work for in Dallas".

Before joining Pizza Hut, Mike had a successful 20-year career in advertising and marketing communications, which culminated as CEO of Tracy-Locke. At that time, as part of Omnicom, Tracy-Locke was the largest agency in the South.

Today, Mike serves as Managing Partner of CIC Partners, a Dallas-based private equity fund with a 25-year heritage of investing in over 40 companies with combined revenues of \$2.5 billion. He has been a Director of many of CIC's investments such as Quizno's, Furr's, and Red Mango. He is also Chairman and CEO of Legends Hospitality Management, a sports services business partnering with the New York Yankees and the Dallas Cowboys.

Mike also has served as a volunteer civic leader, helping solve some of Dallas' greatest challenges.

Last year, while serving as President of the Dallas Park & Recreation Board, Mike used public-private partnerships to protect our parks and recreation centers, raising more than \$1 million in private funding to save these basic services from drastic budget cuts.

As Chair of the Dallas Convention and Visitors Bureau, Mike worked to promote Dallas as an event destination, and generate new revenues from visitors. Under his leadership, the CVB brought in events that accounted for more than \$400 million in direct economic impact to Dallas.

And, in 2006 Mike served as Dallas Homeless Czar, where he drafted a long-term plan to solve the City's homeless crisis, oversaw the construction and opening of The Bridge, and worked to save taxpayers money and secure more than \$12 million in private funding for the ongoing operations of this facility that houses more than 700 chronically homeless men and women.

Under Mike's leadership, Dallas has reduced its number of chronically homeless by nearly 57%. For his thoughtful leadership on this issue, Mike was awarded the 2007 Innovation Award from the United States Interagency Council on Homelessness, the Dallas Historical Society's Award for Excellence in Humanities, the Anti-Defamation League's Humanitarian of the Year for 2010 and the 2011 Destiny

Award honoring those who have demonstrated exceptional commitment and effort toward bridging relationships between racial communities within DFW.

A lifelong athlete, Mike lettered in football at Boston College, where he received a Bachelor's degree in philosophy and communications, Magna Cum Laude. Today, he serves on the Board of Trustees of Jesuit College Preparatory. He has been an active lecturer at many universities as well as an adjunct professor at SMU.

Mike and his wife Micki have two children, Michelle (30) and Gunnar (22).