Fabio Escobar

Restaurant Technology & Operations Leader — Restaurant Technology Deployment, POS & Back-of-House, Franchise Technology

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SUMMARY

Restaurant technology leader who takes technology from selection to sustainment (lab, pilot, rollout and adoption) across franchised, multi-market QSR systems. 8+ years in restaurant technology, after ten years running franchise units. Restaurant technology subject-matter expert for KFC Latin America & Caribbean (39 countries, 32 franchisees, 2,200+ restaurants), leading through influence without authority with franchisee CTOs, CDTOs and their technology, marketing, IT and operations teams. Previously project-managed the PAR POS rollout for Burger King U.S. & Canada, a 4,800-restaurant deployment at 400 restaurants a month, and implemented Restaurant365 inventory and employee-operations platforms at FoodSense.

PIVOTAL PROJECTS

PAR POS Transformation — Burger King U.S. & Canada

Restaurant Brands International · Enterprise POS migration across 4,800 franchised restaurants

- Project-managed the PAR POS rollout across the U.S. & Canada estate, coordinating feature requests and moving each version through UAT, Lab, Production, and Pilot on schedule, at a pace of 400 restaurant deployments a month.
- Ran QA testing across releases, validating order flow, kitchen display, and back-of-house platform behavior (RTI, Restaurant365, franchisee accounting) before versions were promoted.
- Kept PAR accountable to timelines and deadlines as the day-to-day vendor contact, tracking open items and escalating slippage across Operations, IT, and Digital.
- Curated and maintained the feature request log, consolidating field and stakeholder input into a prioritized, de-duplicated backlog for the vendor.

Restaurant Technology Strategy — KFC Latin America & Caribbean

Yum! Brands · 39 countries · 32 franchisees · 2,200+ restaurants

- Drive the move to one regional technology stack across POS, KDS/KMS, menu management, kiosk, and e-commerce through influence without authority, holding vendors to remediation commitments alongside Security, Digital, and Global D&T.
- Built and ran a rubric-based franchisee capability assessment across all 39 markets (adoption, readiness, capability) to replace opinion-led investment decisions with a prioritized modernization view.
- Translated the assessment into per-market roadmaps, working directly with franchisees and country teams to align on single, funded technical recommendations rather than competing asks.
- Result: one way to measure franchisee technology readiness and maturity, market by market; a new market launched on the framework. Also led regional data consolidation into one data lake (financial and royalty reporting within 24 hours, down to item level) and set up a franchisee testing lab for menu structure, naming, order flow, and payment, kiosk, and POS integration before launch.

REEF Kitchens — Ghost-Kitchen Launch Platform

One of the sector's first multi-brand ghost-kitchen platforms · U.S. & Canada

- Owned brand onboarding with a team of 3 and rebuilt it as an end-to-end CRM pipeline with handoffs to supply chain, culinary, legal, launch teams, and third-party vendors; supervised the expansion to 25 metro markets, where 25 city launchers reported indirectly and took the program nationwide.
- Grew onboarding from 40 local and regional brands to 126 brands in 3 weeks.
- Separately, 45 Saladworks locations opened at the same time.

CORE COMPETENCIES

Vendor & Partner Management: Vendor Selection & Standardization, Technical Vendor Governance, SLA & Remediation Management, Pricing & Service Contract Negotiation (Kiosk Software), Contract-to-Rollout Accountability

Franchisee Relationships: Influence Without Authority, Franchisee Capability Assessment, Per-Market Modernization Roadmaps, Multi-Country Stakeholder Alignment, Operator-Level Advisory

POS & Back-of-House Lifecycle: Selection, Lab Validation, Pilot, Rollout & Sustainment; Enterprise Rollout Programs, Training & Adoption, Post-Launch Stabilization

Delivery: Agile Delivery, PMP (in progress), Requirement Intake, UAT, Deployment Readiness

Platforms: PAR Brink, Oracle Simphony/MICROS, NCR Aloha, Toast, Olo, Qu, Restaurant365, RTI

Restaurant Systems: POS, KDS/KMS, Menu Management, Kiosk & Self-Service, E-Commerce Enablement, Back-of-House Inventory, Recipe & Food Cost, Labor Operations (Restaurant365, RTI)

Data & Integration: API Integrations, Kiosk-to-POS Middleware Integration, SQL, MySQL, POS/ERP/Supplier Data Flows, Master Data & Data Governance, Interface Troubleshooting

PROFESSIONAL EXPERIENCE

Senior Manager, Restaurant Technology, Latin America & Caribbean — Kentucky Fried Chicken (Yum! Brands)
Miami, FL · Oct 2025 – Present

- Restaurant technology subject-matter expert for 32 franchisees, 39 countries, and 2,200+ restaurants, leading through influence without authority: advise franchisee CTOs and CDTOs and work with their technology, marketing, IT, and operations teams to drive adoption.
- Scope spans digital channels (app, kiosk, menu boards, loyalty), front-, middle-, and back-of-house integrations, and IT and security infrastructure.
- Serve as LA&C business lead for regional data consolidation, driving market alignment, governed data definitions, and trusted reporting foundations for Finance, Digital, and Marketing.
- Assess technical feasibility, security, scalability, and readiness for digital initiatives that depend on restaurant systems, in partnership with the Digital organization.
- Advise franchisees and country teams on modernization roadmaps, consolidating cross-functional input into single, aligned technical recommendations per market.

Founder & Principal Consultant — FoodSense, Inc.
Miami, FL · Feb 2025 – Oct 2025

- Independent restaurant technology consulting between the Burger King program and KFC.

Senior Project Manager (Contract), Product Deployment — Burger King — Restaurant Brands International
Miami, FL · Jul 2024 – Feb 2025

- Contract for the rollout program phase. Project-managed the PAR POS rollout for U.S. & Canada, a 4,800-restaurant deployment: feature request curation, version promotion from UAT to Lab to Production to Pilot, QA testing, and vendor timeline accountability, at a pace of 400 restaurant deployments a month. (See Pivotal Projects.)

Founder & Principal Consultant — FoodSense, Inc.
Miami, FL · Mar 2020 – Jul 2024 · Independent practice, run alongside full-time roles

- Implemented and configured inventory and employee-operations platforms — principally Restaurant365 — covering item and vendor setup, recipe and menu costing, inventory counts, purchasing, invoice capture, and labor scheduling.
- Diagnosed food-cost leakage and data-quality gaps in recipe, ingredient, and vendor-item setup, then corrected configuration and count procedures to make theoretical-vs-actual variance trustworthy.
- Advised 30+ independent restaurants on technology adoption, digital ordering, and POS selection, with a focus on cash flow, staffing constraints, and third-party delivery platform viability.
- Guided clients through pricing strategy and menu engineering to recover margin lost to third-party delivery fees and platform promotions.

Senior Brand Success Manager (Enterprise Onboarding & Integration) — ShipMonk
Miami, FL · Jun 2020 – Jun 2021

- Owned technical onboarding and systems integration for mid-market to enterprise e-commerce customers, growing customer integrations by 140% and generating over $10M in revenue.
- Managed a portfolio of 150 e-commerce accounts, achieving an NPS of 67, and designed retention strategies that lifted customer satisfaction to a 4.8 rating.

Marketing and Brand Success Manager — REEF Kitchens (Ghost-Kitchen Platform)
Miami, FL · Apr 2019 – Mar 2020

- Owned brand onboarding for a multi-brand ghost-kitchen platform with a team of 3; supervised the expansion to 25 metro markets (25 city launchers reporting indirectly), growing onboarding from 40 to 126 brands in 3 weeks. (See Pivotal Projects.)

EARLIER CAREER

Managing Marketing Director, Guangala Chocolate, Guayaquil (2015–2019) — Built a consumer product business from zero to 8% market share in 9 months; expanded distribution to 200,000+ points of sale.

Senior Brand Manager, Grupo AJE (Big Cola), Guayaquil (2010–2015) — Led relaunch of Sporade and Cool Tea, growing market share from 0.2% to 22% and driving 205% YoY growth.

Franchise Operator, Primax Ecuador, Guayaquil (2000–2010) — Operated 5 gas stations ($5M annual revenue, 7% EBITDA). Built a pre-paid fleet fuel card program: 20 corporate clients, 15,000+ vehicles, new payment rails and Ecuador's first fleet-program reporting dashboard; introduced convenience store automation.

EDUCATION & CERTIFICATIONS

Data Analysis and Product Management Certificate — BrainStation, Miami, FL, 2022 · PMP (in progress)

Coursework — M.S. in Innovation and Product Development, Tecnológico de Monterrey (2018, not completed)

B.S. in Business Administration, International Business — Universidad de Especialidades Espíritu Santo, Guayaquil, Ecuador, 2003–2007