



Joe Culella
Senior Vice President, Marketing

Joe Culella is Senior Vice President, Marketing for Olive Garden and an Officer of the parent company, Darden Restaurants, Inc. Joe oversees all activities within the marketing function — including culinary and beverage strategy, merchandising, advertising & digital media, creative development and guest relations. Olive Garden is a leader in the casual dining segment — a brand with 860 restaurants, 80,000 team members and \$4 billion in annual sales.



Prior to joining Darden in 2018, Joe spent four years at Samsung Electronics as Senior Director of Omni-Channel Marketing, where he was responsible for growing ecommerce sales of the \$4 billion US Samsung portfolio with strategic national retailers. Prior to Samsung, Joe spent 15 years in various brand management roles at blue-chip CPG companies (Unilever, Nestle, PepsiCo), leading brand strategy, consumer communication and product innovation.

A native of New York, Joe received his bachelors in Marketing from Cornell University and his MBA in Marketing from New York University.

Olive Garden is part of the Darden family of restaurants. Darden owns and operates more than 1,800 Olive Garden, LongHorn Steakhouse, Cheddar's Scratch Kitchen, Yard House, The Capital Grille, Seasons 52, Bahama Breeze and Eddie V's restaurants in North America.