



John Felton
Senior Vice President, Marketing

John Felton is Senior Vice President of Marketing for Cheddar's Scratch Kitchen. In this role, he leads the teams responsible for the development of marketing strategy and execution, culinary and beverage development, merchandising and Guest recovery.

John started with Darden as an MBA summer intern with Olive Garden in 2012. After joining the brand full-time, he led multiple promotional windows (including development of the iconic Pasta Pass) and oversaw optimizations of online ordering and the brand's mobile app. John transitioned to Cheddar's with the brand's acquisition in 2017 and has been leading marketing there since 2022. Prior to Darden, John worked as a healthcare consultant and as a banking financial analyst.



John holds a Bachelor's degree in business from Wake Forest University and earned his MBA from Northwestern University's Kellogg School of Management. In his spare time, he is an avid golfer and a lifelong fan of the New York Yankees.

Cheddar's Scratch Kitchen is part of the Darden family of restaurants. Darden owns and operates more than 2,000 Olive Garden, LongHorn Steakhouse, Yard House, Ruth's Chris Steak House, Cheddar's Scratch Kitchen, The Capital Grille, Seasons 52, Eddie V's and Bahama Breeze restaurants in North America.