

DR. CHEIKH MBOUP
Principal

PROFESSIONAL SUMMARY

Dr. Cheikh Mboup is President and COO of Edible Brands, a family owned and operated multi-brand franchising and eCommerce company with over 1000+ locations globally. Cheikh is responsible for the strategic vision and overall franchise performance of the Edible Brands companies including Edible Arrangements®, Incredible Edibles®, BerryDirect® and Netsolace.

Cheikh founded various franchise restaurant brands which operated across the north and southeastern United States. He is an established business transformer who has demonstrated his ability to understand global consumer trends during the COVID-19 pandemic, which he received recognition for from Forbes. Under his guidance, Edible Arrangements® was able to adapt its business model and remain an essential business, resulting in record breaking sales for the brand of over 20 years and its many franchisees.

Cheikh's creativity and long-term vision have been displayed throughout his tenure with the introduction of new product categories such as shelf-stable products, bakery items (Edible Bakeshop™), fresh flowers (FruitFlowers®), and music (Edible Music™). His vision of creating an experience-driven retail destination where Edible® becomes the one-stop shop for all of life's celebration has made the company a leader in innovation and model of constant evolution.

Cheikh holds a bachelor's degree in Statistics from Lehigh University, an MBA in Economics from Jacksonville University, and a PhD in Economics and International Business from Argosy University.

PROFESSIONAL BIOGRAPHY

CAREER EXPERIENCE

Edible Arrangements <i>President & COO</i> <i>Chief Operating Officer</i> <i>Vice President – Operations, Construction/Real Estate</i>	Atlanta, GA 2020 – Present 2019 – 2020 2015 – 2018
Winn-Dixie/Bi-Lo <i>District Director</i> <i>Sales Manager/Store Director</i>	Jacksonville, FL 2010 – 2015 2008 – 2010
Food Emporium, LLC <i>Store Manager</i>	Dubai, UAE 2002 – 2008
Merill Lynch <i>Financial Analyst (SIP)</i>	New York City, NY 2001 – 2002

EDUCATION/CERTIFICATIONS

Argosy University <i>PhD, Economics & International Business</i>	2012 – 2017
Jacksonville University <i>M.B.A., Economics and International Business</i>	2008 – 2010
Lehigh University <i>Bachelor's Degree, Finance & Statistics, Summa Cum Laude</i>	2004 – 2008
Top 40 Under 40 <i>Jacksonville Business Journal</i>	Issued 2014
Strategic Management of Growth Companies Certificate <i>Harvard University</i>	Issued 2012

* References Available Upon Request *