



Mark King

Retired, Chief Executive Officer
Xponential Fitness

Mark King is the former CEO of Xponential Fitness, a leading global franchisor of boutique health and wellness brands. Prior to assuming the role of CEO at Xponential in 2024, Mark served as CEO/President of the iconic consumer brands TaylorMade Golf, adidas, and Taco Bell.

As CEO of Taco Bell, Mark led the franchisor to positive same-store sales growth in each quarter but one during his nearly five-year tenure. Credited with establishing Taco Bell's healthy domestic franchise system and accelerating its international growth, over 1,400 new franchise locations opened globally during his tenure.

Before he joined Taco Bell, Mark served as President of adidas North America, where he doubled the athletic apparel brand's market share and tripled sales in four years.

Mark built his career at TaylorMade Golf Company, where he rose from a territory sales representative to CEO. Over his 34 years at TaylorMade, the brand became the most profitable golf equipment and apparel company in the world.

Job History

2024-2025

Xponential Fitness

Chief Executive Officer

2019-2023

Taco Bell Corporation (a subsidiary of YUM! Brands)

Chief Executive Officer

1999-2019

adidas AG

2018-2019

Executive Emeritus

2014-2018

President, North America

2002-2014

President & CEO, TaylorMade-adidas Golf

1999-2002

President, TaylorMade-adidas Golf

1998-1999

Callaway Golf Ball Company

VP, Sales

1981-1998

TaylorMade Golf, Inc. (acquired by adidas in 1998)

1989-1998

VP, Sales, North America

1987-1989

Regional Sales Manager

1981-1987

Territory Sales Representative

Education

University of Wisconsin-Green Bay

B.B.A., 1981