



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