

TIM MURPHY, MBA, ICAE

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PE-Backed Family Entertainment | Restaurants | F&B | Multi-Unit Retail

ADVISORY & BOARD DIRECTOR

Value-creation advisor and board-level operator with 30+ years leading turnarounds and growth across FEC/LBE, restaurants, and multi-unit retail. Partner to private equity, family offices, and founders on strategy, capital allocation, operating model transformation, and exits. Delivered a +\$18M EBITDA swing and 6x sale, improved unit economics across 150+ brands / 10,000+ locations, and optimized P&Ls up to \$500M.

BOARD & ADVISORY EXPERIENCE

Coney Park & Happy City (Carlyle Group) – Board Director & Advisor | Latin America | 2019–Present

- Pre-acquisition diligence (May–September 2019); appointed to Board post-acquisition.
- Advise on strategy, pricing, capital deployment, EBITDA improvement, and scaling (100+ locations).
- Support governance and capex-efficient large-format LBE expansion.

APX Operating Company (d/b/a Boomers Parks) — Chief Executive Officer (and Board Advisor) | 2020–2024

- Partnered with Cerberus Capital Management on governance, capital allocation, and exit readiness.
- Reversed approximately -\$10M EBITDA to +\$8M EBITDA in ~12 months; sustained 45–48% EBITDA margins; executed a 6x EBITDA exit to Bowlero (Lucky Strike) in 2024.

Sonny's BBQ – CFO & CEO Advisor | 2007–2010

- Improved cash flow by \$4M and delivered an +8-point EBITDA lift.
- Strengthened economics for 153 locations and supported \$110M private equity recapitalization.

Applebee's / Green Hills Grille / Ray's Restaurants – CFO; CEO/COO Advisor | 2002–2006

- Led \$60M acquisition backed by private equity and served as interim CEO for 29 units.
- Drove 750% revenue growth and 140% EBITDA improvement from restructuring / operating discipline.

Darden Restaurants, Walt Disney World, Advantica/Flagstar – Executive & Advisory Roles | 1982–2002

- Managed P&Ls up to \$500M and contributed to \$1B+ restructuring initiatives.
- Strengthened financial systems, new unit development, and multi-unit operations.

Additional Board Service:

Rebounderz International – Board Director; JDRF Corporate Sponsors – Board Chair; Central Florida Boy Scouts.

BOARD-RELEVANT LEADERSHIP ACHIEVEMENTS

- Produced a +\$18M EBITDA turnaround and delivered 45–48% EBITDA performance in LBE/FEC.
- Executed a 6x EBITDA sale following operational restructuring and strategic repositioning.
- Managed enterprise P&Ls up to \$500M and contributed to \$1B+ transformation initiatives.
- Supported \$180M+ in private equity transactions (acquisitions, recaps, and exits).
- Improved operating models, unit economics, and leadership systems across 150+ locations.
- Recognized multi-unit operator and advisor across FEC/LBE, restaurants, F&B, and retail.

CORE COMPETENCIES

Board Governance & Strategic Oversight | PE Value Creation & Exits | Multi-Unit Scaling | Turnarounds | Capital Strategy & M&A | Financial & Unit Economics | Franchise Development | Risk Management | Cost Optimization | Technology-Enabled Guest Experience | Leadership & Culture | Revenue Growth

EDUCATION & CREDENTIALS

MBA, Finance — Orlando College / BSBA, Accounting — University of Central Florida

IAAPA Certified Attractions Executive (ICAE)

IAAPA member and industry contributor; advisor to PE firms, family offices, and multi-unit operators