



EXPERTISE MEMO

KEVIN HART

Chief Sales Officer

ABOUT

With over 20 years of experience in marketing consulting and sales leadership, Kevin Hart is a seasoned authority in the restaurant, grocery, and fuel industries. Known for his deep understanding of the market dynamics shaping these sectors, Kevin is dedicated to helping Global 4000 industry leaders adapt to evolving consumer behaviors and remain competitive.

At Upside, Kevin drives platform growth in the food and fuel sectors, helping top organizations expand into new markets and build stronger customer connections. Previously, in leadership roles at Challenge, Inc., CEB, and Gartner, he developed forward-looking strategies that fueled sustainable growth for premier clients.

Kevin's expertise and industry foresight have made him a trusted resource for businesses navigating today's complex consumer landscape. He holds a BS in Accounting from Boston College.

KEVIN CAN SPEAK TO

- The current state of the restaurant industry
- Evolving dining behaviors of consumers
- Commentary on a brand's latest promotion, closure, expansion, etc.

KEVIN HAS BEEN QWOTED IN

- Fox Business
- Axios
- The Food Institute