



Troy Cooper
President and Chief Operating Officer

Troy Cooper landed at Rockfish Seafood Grill in August 2004 after an extensive executive search by company founder and CEO Randy DeWitt who sought an industry veteran who prized his neighborhood seafood restaurants' witty and irreverent atmosphere as much as the award-winning signature seafood dishes.

As Rockfish President and COO, Troy oversees day to day operations - leading the Rockfish Support Team for 18 restaurants in four states. An industry veteran, Troy is regarded for his ability to rapidly expand small restaurant companies while preserving culture and superior quality of operations. In fact, since his arrival in 2004, Troy and his team have redefined Rockfish's corporate mission and values, expanded the seafood menu to include non-seafood and salad options, instituted a new beverage program and made significant improvements in sales and profits.

Before he came to Rockfish, Troy began his restaurant career with Steak & Ale Restaurant Corp. where he started as a server at Bennigans and was quickly singled out as a rising star. Over a ten year period, Troy ascended to regional vice president, earning numerous awards for sales and leadership along the way.

Troy was then named COO for Boston Market's BCE West LP franchise group and eventually developed and operated 125 Boston Market units in four southwestern states. He later advanced to president and chief executive officer after the company had grown to more than 400 locations and acquired four additional franchise groups. Ultimately, Troy was promoted to president of the western division for the parent company – Boston Chicken, Inc.

Most recently, Troy worked for CCG Venture Partners, where he honed his skills in fundraising and concept development. As CEO of Joe Auto, Inc. (a CCG concept) Troy was responsible for national expansion of the new concept "Joe Auto". Ford Motor Company quickly invested 13 million dollars in Joe Auto, Inc. and JoeAuto was the first non-dealer automotive repair concept to receive the JD Power award for customer satisfaction.

In his free time, Troy enjoys spending time with his family, a wife and two kids, and watching sports.

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