

Sweetgreen Appoints Zipporah Allen as Chief Commercial Officer

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Seasoned customer experience executive brings over 20 years of brand-building experience to Sweetgreen's executive team

LOS ANGELES--(BUSINESS WIRE)-- Sweetgreen, Inc. (NYSE: SG), the mission-driven restaurant brand connecting more people to real food, today announced the appointment of Zipporah 'Zip' Allen as the Company's Chief Commercial Officer, effective September 2nd. Allen will play a critical role in sharpening brand positioning and menu, driving demand, and deepening overall guest engagement.

Zipporah Allen, Chief Commercial Officer

"Zipporah is a visionary leader with a rare ability to turn ideas into iconic customer experiences and lasting brand love," said Jonathan Neman, Co-Founder and CEO of Sweetgreen. "Her bold perspective and creative drive make her the ideal partner to help shape Sweetgreen's next chapter. We're excited to have her on our team as we expand the reach of real food to more communities across the country."

"I'm thrilled to join Sweetgreen's mission of connecting people to real food. I've long admired the team at Sweetgreen for their commitment to sustainable sourcing, connection to local farmers and innovative approach to executing the experience through digital channels," said Zipporah Allen, CCO of Sweetgreen. "I look forward to working alongside the leadership team to continue to grow the brand and business with more customers and communities."

Allen brings more than two decades of executive leadership experience in restaurant and technology, with deep experience in brand building and customer engagement. Prior to joining Sweetgreen, she served as Chief Business Officer at Strava, a digital fitness subscription platform where she led the profitable growth of the business across

Marketing, Partnerships, Sales, Growth Product, Customer Service, and Communications. At Strava, she drove topline and bottom line growth, including an increase in the platform's community by 45% to over 150 million members in 190 countries.

Allen also served as the first Global Chief Digital Officer at Taco Bell, where she led the digital transformation of the brand and revolutionized all aspects of the digital ordering and pickup experience across app, web, kiosk, and delivery channels. She grew digital transactions from 3% to over 20% of sales and created a loyalty business by recruiting 12 million customers to the brand's first loyalty program, improving profit per customer by 46%.

Prior to Taco Bell, she served as Chief Marketing Officer at Pizza Hut, where she repositioned the brand to be a delivery-first business and reversed a declining transaction trend.

About Sweetgreen:

Sweetgreen (NYSE: SG) is on a mission to build healthier communities by connecting people to real food. Sweetgreen sources the best quality ingredients from farmers and suppliers they trust to cook food from scratch that is both delicious and nourishing. Sweetgreen plants roots in each community by building a transparent supply chain, investing in local farmers and growers, and enhancing the total experience with innovative technology. Since opening its first 560-square-foot location in 2007, Sweetgreen has scaled to over 250 locations across the United States, and its vision is to lead the next generation of restaurants and lifestyle brands built on quality, community and innovation.

To learn more about Sweetgreen, its menu, and its loyalty program, visit www.Sweetgreen.com. Follow @Sweetgreen on **Instagram**, **Facebook** and **X**.

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