

BurgerFi Names Julio Ramirez as CEO

By Anna Wolfe - 10/16/2020

OPES Acquisition Corp.'s BurgerFi International has hired burger industry vet Julio Ramirez to be Chief Executive Officer. Ramirez has nearly three decades of experience in the burger industry having previously served in several senior positions at Burger King Corp., a Restaurant Brands International Inc. subsidiary, including President of the Latin America/Mexico/Caribbean division, Senior Executive of Franchise Operations and Development in North America, and Executive Vice President/Chief Operations Officer.

Ophir Sternberg, Chairman & CEO of OPES Acquisition Corp., said, “There is a strong market and a captive audience for fast-casual experiences. Development strategies and tactics will be key, and BurgerFi has a scalable model to grow exponentially into more locations through top institutional developers, unique growth vehicles like ghost kitchens and working with successful multi-brand operators.”

Upon leaving Burger King in 2011, Ramirez founded JEM Global, Inc., a company that specializes in assisting QSR and fast-casual brands’ with franchising and development efforts domestically and internationally.

Ramirez is highly regarded for his ability to build franchise relationships, having led Burger King’s field marketing across North America. Ramirez introduced the Burger King brand in over 10 countries throughout Latin America, effectively establishing the supply chain, selecting outstanding franchisees, and building a team.