

# SONYA MEDINA

Independent Director | Director Since: 2015



## Committees:

- Compensation
- Corporate Governance and Nominating

## Other Public Company Directorships:

- TKO Group Holdings (NYSE: TKO) (since 2023)
- Delta Apparel, Inc. (NYSE: DLA) (2022-2024)



## Favorite Papa Johns Menu Item:

The Ultimate Pepperoni Pizza

## Summary

Sonya Medina brings crisis tested governance leadership, cross sector strategic insight and global stakeholder engagement expertise to the Board. Her ability to navigate complex regulatory environments combined with her corporate reputation and brand building experience equips her to advise on global market positioning, community relevance and strategies to build consumer trust. During her Board service, she has guided Papa Johns strategy realignment and leadership transitions, demonstrating a strong focus on long-term value creation and providing strategic contributions to the oversight of Papa Johns global growth priorities, stakeholder engagement and enterprise-wide reputation management.

## Key Skills and Qualifications

- Ms. Medina brings deep experience navigating complex and evolving regulatory environments, having overseen large scale U.S. and international public private initiatives, acquiring a nuanced understanding of how policy developments affect supply chains, labor markets, consumer behavior and brand trust. This perspective provides the Board with actionable insight into regulatory and stakeholder dynamics.
- As CEO of Reach Resilience, a ~\$410 million foundation supporting communities in crisis, Ms. Medina has built high visibility partnerships across government, business and civic organizations. Her ability to expand reach and mobilize diverse communities provides practical insight into strengthening Papa Johns market presence, brand building and deepening stakeholder engagement.
- In her role as Vice President of Community & External Affairs at Silver Eagle Distributors, the largest Anheuser Busch provider, Ms. Medina expanded brand visibility across national retail locations and strengthened franchise partnerships through a rigorous, data driven approach that enhanced insights into customer segments, commercial activation and franchise system dynamics.
- As a board member at TKO Group Holdings, Ms. Medina oversaw the company's 2023 acquisition of Endeavor's sports assets (IMG and On Location) and the subsequent integration of multiple global businesses. Her experience evaluating transformative investments and navigating complex integrations strengthens the Board's oversight of long term strategy, capital allocation and enterprise value creation.

## Career Highlights

### *Reach Resilience*

- President and CEO (since 2022)

### *Silver Eagle Distributors (an independent Anheuser-Busch wholesaler in the US)*

- VP, Community & External Affairs (2009-2013)

### *The White House*

- Deputy Assistant to the President for Domestic Policy and Director of Projects for the First Lady (2001-2008)

### *AT&T (NYSE:T)*

- Director, AT&T Global Foundation (2006-2008)