

RESTAURANT

BUSINESS

FORMER ZAXBY'S EXECUTIVE NAMED CMO OF CAPITAL TACOS

Joel Bulger is tasked with leading brand communications for growing Tex-Mex taco brand.

By *[Lisa Jennings](#)* on Oct. 20, 2022

The Tex-Mex taco franchise chain has named Joel Bulger the brand's first chief marketing officer, the company said Thursday.

Bulger is the **[former CMO of Zaxby's](#)**, but his resume also includes stints at Wendy's, Coca-Cola, Olive Garden and other brands.

At Tampa, Fla.-based Capital Tacos, Bulger is part of an effort to build infrastructure for both corporate and franchise growth across the country. He is tasked with conveying the brand's story, developing its namesake, and working with franchisees to bring its menu to as many people and markets as possible, the company said.

"Joel was recruited by numerous emerging and household brands, and we're thrilled he chose Capital Tacos," said co-founder Josh Luger in a statement. "We're all about connecting with communities and customers in unique and impactful ways, and Joel's experience helping distinguished brands and passionate franchisees do just that over his career is a perfect marriage, especially given our initial franchising traction and the growth we have in front of us in the coming months and years."

With locations mostly in Florida, Capital Tacos said it has more than 80 locations open or in development, though its website lists eight units, including express and "digital kitchen" formats.