



**Tanishia Beacham**  
**Senior Vice President of Franchise Operations and Marketing Implementation**

Tanishia Beacham serves as senior vice president of franchise operations and marketing implementation for SONIC®, America's Drive-In®, part of the Inspire Brands family of restaurants. Inspire is a multi-brand restaurant company whose portfolio includes more than 8,300 Arby's, Buffalo Wild Wings, and SONIC locations worldwide.

In her role, Beacham is responsible for guiding franchisees in all aspects of operations and marketing implementation. She started her career at SONIC in 2001 serving as a field marketing representative and was promoted in 2004 to a regional marketing director. In 2010 she was promoted to regional vice president of SONIC's mid-South region.

Prior to assuming her current role, she was promoted to vice president of field marketing in 2012. Prior to joining SONIC, Beacham served as the assistant account executive for Moroch Partners on local McDonald's accounts.

Beacham serves on the board for the Oklahoma City Arts Council and the Girl Scouts of Western Oklahoma. She holds a Bachelor of Arts in journalism from Georgia State University. She currently resides in Oklahoma City.