



## BEAVERTAILS® EXECUTIVE BIOS

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**Pino Di Ioià, CEO**



As a Franchisee, Mr. Di Ioià operated Montreal BeaverTails® franchises from 1988 to 2010 and developed the management operating systems and training manuals used to coordinate approximate 300 yearly staff members. He has extensive experience with various restaurant operations and has developed a strong understanding and relationship with both equipment and food suppliers to the industry. His exposure to the leisure food industry over the past decade has allowed him to cultivate contacts and a broad understanding of the leisure industry.

Pino has a creative and passionate marketing/ management style and is instrumental in raising brand name awareness for BeaverTails®. Pino is responsible for overall leadership of the BeaverTails® team as well as setting and servicing relationships with prospective Franchisees, multi-unit developers, and real estate associates. Additionally, Pino's hands-on experience brings strong operational and marketing insight to the management team.

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**Anthony Di Ioià, CFO**



As long time co-owner with Pino Di Ioià of the Montreal BeaverTails® franchises, Anthony was instrumental in the growth and financing of the Montreal franchise operations. Through previous employment in an accounting firm he developed a broad range of computer network maintenance skills, skills that are seen as critical to the continued development of BeaverTails®.

Anthony implemented a sophisticated computerized cash register system as well as in-house computerized accounting, inventory and management information system for the Montreal BeaverTails® operations. His accounting background allows him to be proactive with the franchise's financial resources and planning while also maintaining rigorous controls.

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**Tina Serrao,  
Creative Director**



Having joined Pino and Anthony Di Ioià's Franchise Company in 1997; Tina is passionate about branding and brand imaging.

Her work has been instrumental in the development of the brand image for a line of specialty smoothies, frozen yogurt, and gelato (moozoo®) which is also an approved product line of BeaverTails Canada Inc.

Tina is now leading the strategic and creative branding of the BeaverTails® brand. Additionally, she contributes to store design, product development and sourcing.

