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Ojos Locos Appoints Mike Prentiss as Chief Financial Officer

***Seasoned Restaurant Executive Joins Leadership Team to Strengthen Financial
Strategy and Operational Structure as Brand Expands***

DALLAS – [Ojos Locos Sports Cantina](#), the culturally rooted sports cantina and scratch kitchen, announced the appointment of Mike Prentiss as Chief Financial Officer, reinforcing the brand's investment in building an experienced leadership team to guide its next chapter of growth. The move comes as Ojos Locos prepares to close out 2025 with 35 locations systemwide, marking a steady period of growth and renewed investments in its long-term structure.

Prentiss brings more than 20 years of restaurant industry experience, having held senior financial leadership roles with Twin Peaks Restaurants, Fogo de Chão, and Landry's Restaurants after beginning his career with Ernst & Young. Most recently, he served as VP & Controller for Twin Peaks, where he directed accounting operations and financial planning. Known for his steady, hands-on leadership style, Prentiss has helped guide brands through pivotal transitions by building systems that improve visibility, strengthen accountability, and position organizations for sustainable success.

"As Ojos Locos continues to evolve, it's important that we build a leadership team equipped to take the brand to the next level," said Rich Hicks, Chief Executive Officer at Ojos Locos Sports Cantina. "Mike's experience with multi-unit restaurant operations and his focus on structure and discipline make him an invaluable addition. He brings the kind of financial insight and leadership that will strengthen how we operate and prepare the brand for its future."

At Ojos Locos, Prentiss will oversee all financial functions, including planning, forecasting, risk management and performance optimization, while working closely with the leadership team to strengthen processes and performance across every location. He will play a key role in maintaining long-term stability, building discipline around expansion and ensuring that the brand's operational foundation is as strong as its cultural one.

“I’m looking forward to serving as Chief Financial Officer as Ojos Locos continues to build on its strong growth momentum,” said Prentiss. “In this new role, I am focused on supporting the leadership team in shaping financial strategy and optimizing operational performance. My goal is to ensure that, as Ojos Locos grows, each location remains financially strong so that they can continue to deliver the vibrant, culturally authentic experience our guests love.”

Each Ojos Locos location delivers a fun, laid-back environment with an immersive sports experience that captures the pulse of the community with scratch-made dishes and handcrafted cocktails. With wall-to-wall TVs and Spanish-language broadcasts of fan-favorite events from Ojos Locos’ broad soccer reach to professional and college football, UFC, boxing and more, the cantina becomes a vibrant gathering place where culture, connection, and celebration come together.

The scratch kitchen cuisine at Ojos Locos reflects a bold fusion of American and Latin culinary culture, featuring guest-favorite street tacos, wings, and 29° ice-cold cerveza served in signature mugs. With every menu innovation, Ojos keeps delivering flavor-packed, freshly made, never frozen food that matches the energy and heart of the communities it serves.

To learn more about Ojos Locos, visit www.ojoslocos.com.

About Ojos Locos

Ojos Locos Sports Cantina was founded in 2010 in Dallas, Texas, with the vision of creating a vibrant, culturally authentic sports cantina and scratch kitchen that celebrates and serves the Latin community. Ojos Locos delivers a high-energy, sports-driven experience with wall-to-wall TVs, spacious seating, and a lively atmosphere ideal for group-watch parties. Guests enjoy authentic Mexican flavors and scratch-made game day favorites like street tacos with house-made tortillas, wings, and smashed burgers — all paired with ice-cold 29° cerveza served in frosty mugs or at the table in 100 oz balones.

With 35 opened locations across five states and growing, Ojos Locos remains true to its mission: to bring people together through food, fútbol, and unforgettable experiences rooted in culture and community.

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