



Jonathan Biggs

Brand Head, Baskin-Robbins

Jonathan Biggs serves as the Brand Head of Baskin-Robbins US, part of the Inspire family of restaurants. Inspire is a multi-brand restaurant company whose portfolio includes more than 32,000 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, and SONIC restaurants worldwide.

Biggs leads a growing Team 31 comprised of over 1,200 franchisees with over 2,500 shops across the country. He has been with Dunkin' and Baskin-Robbins for 14 years, holding various roles building successful shop operations and strengthening franchisee relationships.

In his previous position as Vice President of Operations, he led simplification efforts and guest experience in shops. His passion for empowering his team to propel the growth of Baskin-Robbins is evident in his leadership.

Biggs is an alumnus of Georgia Institute of Technology where he received a bachelors degree in engineering.

