



# Jason Maceda

## Chief Development Officer

Jason Maceda serves as Chief Development Officer of Inspire Brands, a multi-brand restaurant company whose portfolio includes more than 32,600 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, and SONIC restaurants worldwide.

Maceda leads all aspects of franchise restaurant development, including real estate & construction, architecture & design, franchise recruitment, and asset and portfolio management. He previously served as Senior Vice President of Franchise Development for Inspire.

Before becoming SVP of Franchise Development, Maceda served as Brand President of Baskin-Robbins. As President, Maceda set the strategic direction for Baskin-Robbins and was responsible for overseeing the brand's marketing and operations, as well as the brand's relationship with its franchise community.

Before becoming Brand President, Maceda held a number of roles within Dunkin' Brands, including SVP, Baskin-Robbins U.S. and Canada and VP of Finance. Prior to joining Dunkin' Brands, he served in a finance supervisory position at Davol Inc., a subsidiary of C.R. Bard Inc., a multi-national manufacturer of healthcare products. Previously, Maceda worked in public accounting at Ernst & Young, LLP.

Maceda currently serves as a Board Member and Treasurer for the Joy in Childhood Foundation.

Maceda is an alumnus of the University of Rhode Island, where he received both a undergraduate degree and a MBA.

