



# Christopher Fuller

## Chief Communications and Impact Officer

Christopher Fuller serves as Chief Communications and Impact 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.

Fuller leads communications for Inspire and its brands, including internal and external engagement, meetings and events, creative services, government relations, community relations, and corporate communications, as well as the company's impact initiatives.

Fuller also serves as executive sponsor for the organization's "Good Citizen" pillar within the "People First" platform. In this role, he has led the creation of the Inspire Foundation and the expansion of the Foundation's purpose to 'ignite and nourish change for good.' In 2023, Inspire and its brands raised more than \$23 million for philanthropic causes. In 2022, Fuller oversaw the publication of [Inspire's first impact report](#).

While at Inspire, Fuller has overseen communications for four brand acquisitions and integrations, beginning with the \$2.9 billion acquisition of Buffalo Wild Wings in 2018 and most recently with the \$11.3 billion acquisition of Dunkin' Brands in 2020.

Fuller has 25 years of communications, PR, and government relations experience for organizations including restaurant brands, global ad agencies, and the United States Congress.

Fuller serves on the Leadership Council and co-chairs the Advisory Council for Dine for No Kid Hungry, is a board member of the Perimeter Chamber of Commerce, is a board member of the Georgia Music Accord, and is a member of the Arthur W. Page Society.

Fuller also serves on the Leadership Communication Council at the University of Virginia Darden School of Business and on the board of the International Franchise Association. He also chairs the Inspire Foundation Board of Directors.

Fuller is an alumnus of West Texas A&M University where he received a bachelor's degree in Mass Communications. He also received an MBA from the University of Dallas.

