



# Dan Lynn

## Chief Commercial and Restaurant Officer

Dan Lynn serves as Chief Commercial and Restaurant Officer of Inspire Brands, a multi-brand restaurant company whose portfolio includes more than 33,000 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, and SONIC restaurants worldwide. Inspire is supported by about 650,000 company and franchise team members.

Lynn oversees Commercial and Inspire Company Restaurants. The Commercial Group oversees the digital guest experience, demand generation, digital retail, and guest product management. This includes customer marketing, public relations, and meetings and events for each brand. He also leads the development of Inspire's comprehensive data and analytics functions, enabling each brand to leverage analytics and data science to drive competitive advantage and long-term growth. His role drives innovation across product management and operations innovation across Inspire's restaurants and technology platform.

Prior to Inspire, Lynn co-founded ZUZU Hospitality, a successful revenue platform for thousands of independent hotels across Asia.

Prior to founding ZUZU, Lynn worked for Expedia Group and led strategy and analytics for the North American business. He went on to launch Expedia in 13 new countries and served as CEO of AirAsia Expedia, and then head of APAC and Emerging Markets for Vrbo (an Expedia Group company).

Before joining Expedia Group, Lynn worked in McKinsey's London office, where he served global companies in the travel and hospitality industries.

Lynn is an alumnus of the University of Oxford, where he received a Master of Arts in Economics and Management. Lynn is a native of the United Kingdom.

