



Jerid Grandinetti

Brand Head, Baskin-Robbins

Jerid Grandinetti 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 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.

Grandinetti sets the strategic direction for Baskin-Robbins and is responsible for overseeing the brand's marketing and franchise operations teams, as well as the brand's relationship with its franchise community, representing 2,300 restaurants across the country.

Grandinetti has been a part of Baskin-Robbins Team 31 for 14 years, serving in various roles within operating systems, supply chain, logistics and marketing. Prior to joining Baskin-Robbins, Grandinetti was a restaurant entrepreneur and worked in the investment management and environmental consulting industries.

In his previous position as Vice President of Marketing & Culinary, he led the strategic transformation of the Baskin-Robbins brand identity and a digital revolution for the brand, as it rolled out full-menu mobile ordering and the Baskin-Robbins Rewards loyalty program.

Grandinetti is an alumnus of University of California, Berkeley where he received a bachelor's degree in political economy (PEIS). He currently sits on the board of the Joy in Childhood Foundation and the Dunkin' PAC.

