



Shannan Siemens

Chief Communications Officer

Shannan Siemens serves as Chief Communications 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.

As CCO, Siemens leads communications for Inspire and its brands, including internal and external engagement, media relations, corporate communications, brand reputation, meetings and events, and oversees the Inspire Foundation and the Dunkin' Joy in Childhood Foundation.

Siemens joined Inspire in 2022 as Vice President of Corporate Communications with more than 20 years of experience in communications and media. Prior to Inspire, she served as Managing Director at Mercury, a global high-stakes public strategy firm.

Prior to Mercury, Siemens spent nearly 15 years as a broadcast journalist covering business news. She spent more than seven years at CNBC, where she drove editorial content and direction for the network's top news programs, including Squawk on the Street, Halftime Report, and Closing Bell. There, she worked closely with Fortune 500 executives, CNBC anchors, and reporters on breaking news, corporate and political stories, IPO coverage, and in-depth executive interviews. Prior to CNBC, she was a producer at Fox Business covering the 2008 financial crisis and ensuing fallout.

Siemens is an alumnus of the University of Mississippi where she earned a broadcast journalism degree with an emphasis in public relations.

