



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 six brands, including corporate communications, internal and external engagement, media relations, brand reputation management, 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 in New York City.

Before joining Mercury, Siemens built a career as a broadcast journalist specializing in business news. She spent more than seven years at CNBC, where she shaped editorial strategy and content for the network's leading programs, including Squawk on the Street, Halftime Report, and Closing Bell. In that role, she collaborated closely with Fortune 500 CEOs, anchors, and reporters, and business executives on breaking news, corporate and political coverage, IPO reporting, and in-depth executive interviews while also contributing written pieces to CNBC.com. Earlier in her career, she served as a producer at The Fox Business Network, where she covered the 2008 financial crisis and ensuing fallout.

Siemens is a member of the Inspire Foundation Board of Directors, serves on the Metro Atlanta Chamber's CMO Advisory Board, and is a member of the Women in Restaurant Leadership's Legacy Advisory Board.

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

