



Tristan Meline

Brand President, Buffalo Wild Wings Sports Bars

Tristan Meline serves as Brand President of Buffalo Wild Wings Sports Bars, part of the Inspire Brands 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.

Meline sets the strategic direction for Buffalo Wild Wings Sports Bars and is responsible for the Buffalo Wild Wings master brand, brand marketing and advertising, and all aspects of the sports bar business, including operations and training.

Before becoming Brand President, Meline served as Chief Marketing Officer of Buffalo Wild Wings. As CMO, he oversaw all advertising, brand marketing, strategic planning, menu development, and overall brand experience for Buffalo Wild Wings.

Prior to that role, Meline served as Vice President of Brand Management at Buffalo Wild Wings, where he developed the brand's innovation strategy and pipeline, oversaw calendar planning, and directed advertising initiatives. Prior to joining Inspire, Meline held marketing leadership roles in CPG and the alcoholic beverage industry.

Meline is an alumnus of Northwestern University, where he received a bachelor's degree in communications.

