



# Darin Dugan

## Brand President, Jimmy John's

Darin Dugan serves as Brand President of Jimmy John's, part of the Inspire Brands family of restaurants. Inspire is a multi-brand restaurant company whose portfolio includes more than 33,300 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.

Dugan sets the strategic direction for Jimmy John's and is responsible for overseeing the brand's marketing, operations, and restaurant experience teams. He is also responsible for the growth and success of Jimmy John's company-owned restaurants as well as the brand's relationship with its franchise community.

Before becoming Brand President, Dugan served as Chief Marketing Officer of Jimmy John's. As CMO, he oversaw all brand strategy, menu and culinary innovation, advertising, and integrated marketing communications.

Prior to joining Jimmy John's, Dugan led national marketing for SONIC in Oklahoma City, preceding the acquisition by Inspire Brands in 2018.

Before Inspire, Dugan was head of marketing for Applebee's. Dugan began his career with Kraft Foods leading brands within the Oscar Mayer, Walmart Sales, and Kraft Grocery business units for over 15 years.

Dugan is an alumnus of University of Wisconsin where he earned a Bachelor of Science degree in economics and a Master's degree in business administration and marketing management.

