



# Scott Murphy

## Chief Brand Officer

Scott Murphy serves as Chief Brand Officer of Inspire Brands, 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.

Murphy leads the entire U.S. franchise business with each of the brands, as well as the demand generation, digital guest experience, and U.S. development functions. His role enables tight coordination, standardization of operating procedures where applicable, and best practice sharing across the portfolio.

Before becoming the Chief Brand Officer, Murphy served as Brand President of Dunkin', setting the strategic direction for Dunkin' and overseeing the brand's marketing, franchise operations, and culinary teams, as well as the brand's relationship with its franchise community.

Prior to Inspire, Murphy served as President of Dunkin' Americas at Dunkin' Brands. He previously served in a variety of leadership positions with the company, including Chief Operating Officer of Dunkin' and Chief Supply Officer & SVP of International Operations for Dunkin' Brands.

Previously, Murphy served in leadership roles with A.T. Kearney, Inc., a management consulting firm, where he worked to identify and implement operational opportunities within the supply chain for the firm's largest clients.

Murphy is an alumnus of Georgetown University. He also received an MBA from the MIT Sloan School of Management.

