



Scott Murphy

Dunkin' Brand President and Inspire Chief Brand Officer

Scott Murphy serves as Dunkin' Brand President and Inspire Brands Chief Brand Officer. 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.

As Chief Brand Officer, Murphy leads Inspire's U.S. franchise business across all brands, in addition to overseeing demand generation, digital guest experience, U.S. development, and the U.S. CPG business. He continues to serve as Dunkin' Brand President, a role he has held since 2019, in which he sets the strategic direction for the brand and oversees marketing, franchisee operations, and culinary innovation. His dual role enables close coordination and the sharing of best practices across the portfolio.

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.

