



# Rob Lynch

## President, Arby's

Rob Lynch serves as President of Arby's, part of the Inspire Brands family of restaurants. Inspire is a multi-brand restaurant company whose portfolio includes more than 4,700 Arby's, Buffalo Wild Wings, and Rusty Taco locations worldwide.

Under his leadership, Business Insider called Arby's "one of the fastest growing and most innovative companies in its industry." Since 2013, Arby's global system sales have surged 20% to \$3.7 billion, and its restaurants' average annual sales have increased 22%.

Lynch was instrumental in establishing Arby's Analytics Center of Excellence, which helps facilitate more data driven decision making within the organization. He also serves as President of the Arby's Franchise Association and Chairman of the Arby's Foundation Board of Directors.

Prior to being named President, Lynch previously served as Chief Marketing Officer and Brand President. In this capacity, Lynch and his team repositioned Arby's as a Fast Crafted® restaurant brand, spearheaded the launch of the iconic We Have The Meats® marketing platform, and oversaw a product innovation team that tests more than 1,000 potential menu items each year.

Lynch was named the 2017 Outstanding Marketer of the Year by PRWeek, the 2017 Content Marketer of the Year by Digiday, a 2016 40 Under 40 honoree from the Atlanta Business Chronicle, and a 2015 Marketer of the Year by AdAge.

Lynch is an alumnus of the University of Rochester where he received his Bachelors of Arts Degree in Economics. He also received an MBA from the University's Simon Business School.

