



James North

Brand President, Jimmy John's

James North 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 32,000 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, and SONIC Drive-In restaurants worldwide.

North sets the strategic direction for Jimmy John's and is responsible for overseeing the brand's marketing, operations, and supply chain 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. Under North's leadership, Jimmy John's has grown to over 2,800 locations in 43 states and is one of the fastest growing restaurant brands in the United States.

North began his career with Jimmy John's as an Assistant Manager in Champaign, Illinois. He went on to hold several positions within the company, including Area Manager, Guerilla Marketer, and Real Estate Manager. In 2003, North was promoted to Chief Operating Officer and one year later, he was named the company's President.

North is an alumnus of the University of Canterbury in his home country of New Zealand.

