

## Tony Weisman

### Chief Marketing Officer, Dunkin' U.S.

Tony Weisman was named Chief Marketing Officer for Dunkin' U.S. in September 2017. He is responsible for all facets of Dunkin' marketing, including product innovation, consumer insights, advertising, media and loyalty marketing.

Tony is one of the premier marketing and advertising executives in the country. Prior to joining Dunkin' Brands, he spent ten years at DigitasLBI, most recently serving as CEO of DigitasLBI North America. Tony set the strategic course and vision for the agency with clients including American Express, Sprint, Delta and eBay.

Two driving forces have remained constant throughout Tony's extensive career: his love of advertising and his entrepreneurial spirit. Often referred to as DigitasLBI's "Chief People Advocate" during his tenure, he served as the agency's vocal champion for culture, diversity, and talent. Under Tony's leadership, DigitasLBI received numerous accolades, including Advertising Age Best Places to Work (#4); Adweek's Media Plan of the year; LinkedIn's Most InDemand Employers; IAB's Most Awarded Agency of the Decade; and MAIP Agency of the Year.

In recognition of his unique contributions and accomplishments, Tony was awarded the 2015 Silver Medal from Chicago Advertising Federation (CAF).

Since joining the company, Dunkin' was named "The Most Transformational Brand of 2018" by QSR Magazine and Tony was named one of the "World's Most Influential CMOs" by Forbes (2018), a "Top Restaurant Marketer" by Skift Table (2019) and one of the "25 Most Innovative CMOs in the World" by Business Insider (2019).

Prior to Digitas, Tony was Chief Marketing Officer at DraftFCB Chicago and held various management positions at Leo Burnett. Tony is a member of the Board of Directors of: Cardlytics, an Atlanta-based credit card marketing company; the Boston Ad Club, and the Mobile Marketing Association.

Tony is a proud graduate of Brown University and enjoys time on the ocean with his wife Tracy, a Rhode Island native.

Tony is drinkin' a large hot Toasted Almond coffee with cream and sweetener from Dunkin' Donuts and scooping Baskin-Robbins Pralines 'n Cream.