

Jon L. Luther
Executive Chairman, Dunkin' Brands

Jon L. Luther was named chief executive officer of Dunkin' Brands in January 2003 and chairman in March 2006. In 2009, he assumed the role of Executive Chairman.

Since joining Dunkin' Brands in 2003, Luther has led the transformation, revitalization and global expansion of the company's two iconic brands—Dunkin' Donuts and Baskin-Robbins. Early on, he instituted values-based leadership, resetting the company culture. Under his direction, stores have been completely re-concepted with exciting, contemporary designs that also honor both brands' beloved heritage. He has rolled out a portfolio of flexible store formats that opened the door to growth in non-traditional locations, such as stadiums, airports and universities. In 2005, Luther brought in a culinary "dream team" of award-winning chefs to fuel menu innovation and excellence, creating a new category called "quick quality" to change perceptions about what is possible in a quick service meal. He stepped up the company's research capability with a consumer insights group, and refocused and re-energized the brands' marketing initiatives, leading to the 2006 launch of Dunkin' Donuts' award-winning marketing campaign, "America Runs on Dunkin'."



Most notably, Luther has led the expansion of Dunkin' Donuts from its core region in the Northeast to key markets across the U.S., and the dramatic growth of both brands' international business. Since 2003, system-wide sales have increased over 66% and total number of stores nearly 44%.

Prior to joining Dunkin' Brands, Luther was president of Popeyes Chicken & Biscuits, a division of AFC Enterprises. During his six years with Popeyes, the company's store count grew 67% to 1,672 units, while average annual unit volume grew to over \$1 million, the highest in the chicken QSR category. With Luther at the helm, Popeyes won industry awards for menu strategy, store re-design and customer satisfaction.

Prior to Popeyes, Luther was president of CA One Services, a subsidiary of Delaware North Companies, Inc. He has also held leadership positions in the contract foodservice division of the Marriott Corporation and at ARAMARK in Philadelphia, PA., where he rose from vending sales director to become president of Davre's, ARAMARK's luxury restaurant subsidiary. Luther also founded Benchmark Services, Inc., a foodservice management firm specializing in business dining for corporations, growing the business into a strong regional competitor.

Luther holds a degree in hotel and restaurant management from Paul Smith's College, and honorary doctorate degrees from Bentley College and Johnson & Wales University. He supports culinary and foodservice programs at a variety of institutions, including serving on the Board of Trustees for the Culinary Institute of America. In addition, Luther is on the Board of Directors for the National Retail Federation, and the Executive Board of Directors for the Companions in Courage Foundation, which builds interactive playrooms in children's hospitals throughout North America. He is also currently serving as the Secretary for the International Franchise Association.

In 2005, Luther was the recipient of the *Nation's Restaurant News* Golden Chain award, and in 2006, he received the Chain Leadership award from *Chain Leader* magazine. Luther was awarded the 2007 Gold Plate Award from the International Foodservice Manufacturers Association (IFMA) and the 2008 Mentor of the Year award from the Elliot Leadership Conference.