

DUNKIN' BRANDS GROUP, INC.

FORM 8-K (Current report filing)

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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15(d) of
The Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): September 5, 2017

DUNKIN' BRANDS GROUP, INC.

(Exact name of registrant as specified in its charter)

Delaware

(State or Other Jurisdiction of Incorporation)

001-35258

(Commission
File Number)

20-4145825

(IRS Employer
Identification Number)

130 Royall Street

Canton, Massachusetts 02021

(Address of registrant's principal executive office)

(781) 737-3000

(Registrant's telephone number)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR 230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR 240.12b-2).

Emerging Growth Company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Selection 13(a) of the Exchange Act.

Item 8.01. Other Events.

On September 5, 2017, Dunkin' Brands Group, Inc. (the "Company") announced that it has appointed Tony Weisman as Chief Marketing Officer, Dunkin' Donuts U.S., effective late September 2017.

Mr. Weisman, 57, previously served as the North American CEO of DigitasLBi, a global digital agency network.

On September 5, 2017, the Company issued a press release announcing the hiring of Mr. Weisman. A copy of the press release is attached hereto as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits.

(d) *Exhibits* .

[99.1](#) Press Release of Dunkin' Brands Group, Inc., dated September 5, 2017.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

DUNKIN' BRANDS GROUP, INC.

By: /s/ Nigel Travis
Nigel Travis
Chairman and Chief
Executive Officer

Date: September 5, 2017



DUNKIN' DONUTS ANNOUNCES APPOINTMENT OF CHIEF MARKETING OFFICER

Tony Weisman brings nearly three decades of brand marketing experience to the company

CANTON, MA (September 5, 2017) -- Dunkin' Donuts today announced the appointment of marketing veteran Tony Weisman, 57, to the position of U.S. Chief Marketing Officer (CMO). Weisman, formerly the North American CEO of DigitasLBI, a global digital agency network, will officially join the company in late September. Weisman will report directly to David Hoffmann, President, Dunkin' Donuts U.S., and will serve on the Dunkin' Brands Leadership Team.

"Tony is a highly-experienced, much-admired business leader with a proven track record of building global brands. Very importantly, he also has a deep understanding of working with franchised organizations, including Dunkin' Donuts having led the work on our account at Digitas for the past six years," said David Hoffmann. "With his transformative, data-driven approach to marketing, extensive digital acumen and ability to build and inspire teams, we're confident that he is the right leader to take our brand to the next level ."

As Dunkin' Donuts U.S. CMO, Weisman will lead marketing, product innovation, field marketing, consumer insights, and advertising as well as the brand's digital and consumer packaged goods (CPG) initiatives. He will be responsible for developing and executing strategies that build Dunkin' Donuts' position as a leading coffee and beverage brand for today's time-strapped, on-the-go consumer and will partner closely with the operations team to drive sales.

"I have been a passionate Dunkin' Donuts consumer for my entire life, and I couldn't pass up the incredible opportunity to join the brand," said Tony Weisman. "It was a tremendous honor to be part of the Digitas and Publicis teams for the last decade, but at this stage in my career I wanted the chance to build a brand on the client side, especially a brand I know and love. This is an exciting and important time in the Dunkin' Donuts journey, and I look forward to working with the entire Dunkin' Donuts team and franchise community to make this

terrific brand even stronger.”

Weisman brings nearly three decades of advertising and marketing experience to Dunkin' Donuts. Since 2007, he helped guide the digital transformation of leading global companies through his senior management positions at DigitasLBI, where he most recently served as the Chief Executive Officer of North America and was a member of the Digitals Global Executive Board. Prior to DigitasLBI, Weisman served as Chief Marketing Officer at Draft Worldwide. He also spent 19 years at Leo Burnett in various management and other related positions leading global consumer accounts, including General Motors, Procter & Gamble, Reebok International and McDonald's Corporation, where he was part of the team that created the iconic series of spots starring NBA greats Larry Bird and Michael Jordan, which popularized the saying, “Nothing But Net.”

“I would like to deeply thank Tony for his invaluable contribution to Publicis Groupe's success in the U.S. over the years. We will definitely miss him but we look forward to continuing to work together in new ways as he takes on his exciting new role at Dunkin' Donuts,” said Arthur Sadoun, Chairman and CEO of Publicis Groupe. “I am convinced that Tony's vision and considerable experience will be a fantastic asset to Dunkin' Donuts, and we look forward to our continued partnership.”

Weisman is the recipient of numerous awards, including the Chicago Advertising Federation's Silver Medal for Lifetime Achievement. He is also a member of several Boards including Chicago Public Radio, the American Association of Advertising Agencies (Chicago Chapter), Off The Street Club and Chicago TechWeek. Mr. Weisman earned a B.A. in political science from Brown University.

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned a No. 1 ranking for customer loyalty in the coffee category by Brand Keys for 11 years running. The company has more than 12,300 restaurants in 46 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

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