

**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): July 23, 2020

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)

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.001 par value per share	DNKN	Nasdaq Global Select Market

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 July 23, 2020, Dunkin' Brands Group, Inc. (the "Company") announced that it has appointed Philip Auerbach as Chief Digital and Strategy Officer, effective August 10, 2020.

Mr. Auerbach previously served as Chief Commercial Officer for Lindblad Expeditions Holdings, Inc., the global leader in ship-based expedition travel.

On July 23, 2020, the Company issued a press release announcing the hiring of Mr. Auerbach. 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 July 23, 2020

104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

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/ W. David Mann
W. David Mann
Chief Legal Officer &
Corporate Secretary

Date: July 23, 2020



PHILIP AUERBACH APPOINTED TO NEWLY CREATED ROLE OF DUNKIN' CHIEF DIGITAL AND STRATEGY OFFICER

*Stephanie Meltzer-Paul promoted to SVP, Digital Marketing
Santhosh Kumar promoted to SVP, Information Technology*

CANTON, MA (JULY 23, 2020) – As part of its ongoing commitment to digital transformation, Dunkin' Brands Group, Inc. (Nasdaq:DNKN), the parent company of Dunkin' and Baskin-Robbins, announced today that Philip Auerbach will join the company in the newly created role of Chief Digital and Strategy Officer. Effective August 10, 2020, Auerbach will oversee a new Dunkin' U.S. digital engagement team that includes consumer and business insights, digital marketing, media, and customer care. Auerbach will also lead Dunkin' Brands global strategy and Information Technology (IT). He will report to Dave Hoffmann, Dunkin' Brands CEO.

As key members of the new digital strategy team, Stephanie Meltzer-Paul and Santhosh Kumar have been promoted to Senior Vice President, Dunkin' U.S. Digital Marketing, and Senior Vice President, Global Information Technology, respectively.

"Dunkin' is doubling down on our digital platform and the relationship we have with our guests. Providing a more seamless, best-in-class restaurant experience enabled by technology is a cornerstone of the Dunkin' U.S. Blueprint for Growth strategy. Phil is a transformational leader who has led the evolution of consumer and hospitality brands and will take our growing digital platform to the next level," said Hoffmann. "He will be supported by a top-tier team that includes two leaders who have already played significant roles in our digital innovation: Stephanie Meltzer-Paul, head of digital and loyalty marketing for Dunkin' U.S., and Santhosh Kumar, head of Global IT. Both are being promoted to Senior Vice President in recognition of their many contributions to the Company."

“Dunkin’ has long been at the forefront of using digital technology to enhance the customer experience - whether through its world-class app; its advanced one-to-one marketing capabilities; or its DD Perks® platform, one of the first and fastest growing loyalty programs in the quick service industry,” said Auerbach. “I am delighted to join Dunkin’ Brands and excited to build a digital ecosystem that will deliver an even more personalized, frictionless experience across all channels.”

Auerbach joins Dunkin’ Brands from Lindblad Expeditions, the global leader in ship-based expedition travel, where he most recently served as Chief Commercial Officer. In that position, he was responsible for marketing, sales, distribution and strategic partnerships. Prior to Lindblad, Auerbach was Senior Vice President and Regional Chief Marketing Officer for Las Vegas at Caesars Entertainment, the world’s largest casino entertainment company and the industry’s technology leader. At Caesars’, Auerbach oversaw marketing for the company’s Las Vegas portfolio and had enterprise-wide responsibilities for digital product development, third-party distribution and strategic partnerships, as well as international marketing initiatives. Auerbach spent nearly 15 years in management consulting, including at McKinsey & Company, where he was a Partner in the firm’s Sales & Marketing practice and co-founded the firm’s Loyalty service with a focus on companies in the Hospitality and Retail Financial Services spaces. Auerbach has a degree in hospitality administration from Cornell University.

Meltzer-Paul joined Dunkin’ Brands in April 2018 as Vice President, Digital and Loyalty Marketing. Prior to Dunkin’, she had 20 years of experience in customer loyalty and digital marketing with companies including, American Express, Starwood Hotels & Resorts, and most recently as Vice President, Member Engagement and Loyalty at BJ’s Wholesale Club. She is the recipient of numerous marketing industry awards, including a prestigious Freddie Award for Best Hotel Loyalty Promotion.

Kumar began his career with Dunkin’ Brands in 2000 and immediately prior to his promotion served as Vice President of IT, Infrastructure, & Information Security & Privacy. In that role, he has been responsible for the overall architecture and design, deployment, physical operation and performance of Dunkin’ Brands global IT systems. He is also the head of the Company’s worldwide information security and privacy function.

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About Dunkin' Brands Group, Inc.

With more than 21,000 points of distribution in more than 60 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN) is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of the first quarter 2020, Dunkin' Brands' 100 percent franchised business model included over 13,000 Dunkin' restaurants and more than 8,000 Baskin-Robbins restaurants. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass.

Contact(s):

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