



# Philip Auerbach

## Chief Digital & Strategy Officer

Philip Auerbach is Chief Digital & Strategy Officer for Dunkin' Brands.

Phil joined Dunkin' Brands in August 2020 as Chief Digital & Strategy Officer, overseeing the Dunkin' U.S. Digital Engagement team that includes consumer and business insights, digital marketing, media, and customer care. He also leads Dunkin' Brands global strategy and information technology (IT).

Prior to joining Dunkin' Brands, Phil spent four years as Chief Commercial Officer of Lindblad Expeditions, a global leader in ship-based expedition travel. While there, he was responsible for marketing, sales, distribution, and strategic partnerships. Prior to Lindblad, Phil 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. Phil also 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.

Phil earned a B.S. in Hospitality Management from Cornell University.

Phil is drinkin' a Dunkin' Cold Brew black and scooping Baskin-Robbins' Mint Chocolate Chip.