



Rob Lynch

Brand President and CMO,
Arby's Restaurant Group

Arby's had its best sales year in the brand's 50-plus year history under Rob's watch. Since Rob joined in 2013, Arby's has been added to AdAge's "Marketer A-List" and received the Wall Street Journal's 2015 "Ad of the Year" award for the ad wishing Jon Stewart (and all the not-so-nice things he's said about Arby's) a fond farewell.