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LEADERSHIP BEYOND BORDERS

WITH

KIMBERLI J. LEWIS



Leadership Beyond Borders

Tuesday at 3 PM Pacific

October 27th 2020: Entrepreneurship: The story of one of America's favorite brands- Dunkin' Donuts

Growing up, it was a Sunday tradition that my Dad would get up in the morning and go get a dozen Dunkin' Donuts . We could each pick one kind for ourselves, and the rest was a surprise mix. My brother always took the Jelly Stick (with the illusion it was bigger), my mother the chocolate glazed, and I always picked the mysterious Butternut. Back then, I thought Dunkin' Donuts was a neighborhood shop, our local donut shop, because the brand blended so well into our neighborhood. It was years later I realized it was a national franchise and even later in university, realized it is one of the b

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Featured Guest



Robert Rosenberg

Robert Rosenberg served as chief executive officer of Dunkin' Donuts from 1963 until his retirement in 1998. Under his leadership, the company grew from a regional family business to one of America's best known and loved brands. Rosenberg received his MBA from Harvard Business School, and in just weeks after graduating at the age of 25, assumed the position of chief executive officer. After retiring from Dunkin, Rosenberg taught in the Graduate School at Babson College and served many years on the boards of directors of other leading food service companies, including Domino's Pizza and Sonic Restaurants. His book, AROUND THE CORNER TO AROUND THE WORLD: A Dozen Lessons I Lear

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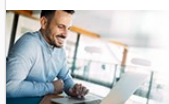
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