

## Steve Robinson

Former Chief Marketing Officer and Executive Vice President of Chick-fil-A

Steven A. Robinson is the former executive vice president and chief marketing officer of Chick-fil-A, Inc. During his thirty-four-year tenure, Steve was integrally involved in the company's steady then explosive growth from 184 stores and \$100 million in annual sales in 1981 to more than 2,100 stores and more than \$6.8 billion in annual sales in 2015.

After beginning his Chick-fil-A career as the director of marketing, Steve went on to serve as vice president of the department before becoming chief marketing officer – responsible for overseeing marketing, advertising, brand development, menu development, and hospitality strategies. As chief marketing officer, Robinson was both a witness and participant in the company's remarkable development into an indelible success. Now exclusively represented for lectures by [Leading Authorities speakers bureau](#), he shares the story of Chick-fil-A's evolution into one of the world's most beloved, game-changing, and profitable brands. From the creation of the “Eat Mor Chikin” campaign and the decision to stay closed on Sundays to the creation of the company's corporate purpose, Robinson provides a front-row seat to the innovative marketing, brand strategies, and advertising that created a culture that customers describe as “Where good meets gracious.”

Prior to joining Chick-fil-A, Steve was the director of marketing for Six Flags Over Georgia theme park in Atlanta, Georgia. This role was preceded by marketing positions at two other Six Flags properties and communications manager at Texas Instruments.

In addition to serving on Chick-fil-A's board of directors (2016-2018), Steve serves on several boards for organizations and ministries, including FamilyLife, Fellowship of Christian Athletes of Atlanta, Links Players International, Atlanta Hall Management & College Football Hall of Fame, and the National Football Foundation.

He holds an associate degree in business administration from Faulkner State Junior College, a Bachelor of Science in marketing from Auburn University, and a master's in advertising from Medill School of Journalism at Northwestern University. Steve and his wife, Dianne, have two children and four grandchildren.