

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 (CMO) of Chick-fil-A, Inc., serving from 1981 until 2015.

Prior to joining the company, 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.

After beginning his career at Chick-fil-A as director of marketing, Steve went on to serve as vice president of the department before becoming chief marketing officer. In his most recent role, he was responsible for overseeing marketing, advertising, brand development, menu development, and hospitality strategies. He is exclusively represented for lectures by [Leading Authorities speakers bureau](#).

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.