Steve Robinson

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

Building An Iconic Brand: How It Happens Steve Robinson takes audiences back in time to showcase how the leadership team took Chick-fil-A from a fledgling, primarily mall-based brand to the global powerhouse it is today. Touching on the role principles, creativity, and culture play in building a brand with unmistakable advertising and a fanatic base of loyal customers, Robinson helps groups grappling with questions like, “How do I stand out in a crowded marketplace?” and “How do I attract and retain the right employees and customers?” Audiences leave Robinson’s talk with a better understanding of what it takes to build and maintain an iconic brand position in the global marketplace.

Putting the Customer Experience First When Steve Robinson joined Chick-fil-A, the marketing doctrine of the day said that stakeholder and employee wisdom trumped customer experience. In a move that would help turn the brand into the fastest-growing fast-food chain in the U.S. today, Robinson flipped the script and began placing customer experience above all else in every marketing plan he undertook. Here, Robinson shares what that meant in practice at Chick-fil-A, as well as what other businesses can learn from the “Second Mile Service” hospitality guidebook it took Chick-fil-A seven years to complete and implement across their organization. Honest, funny, and revealing, this talk is a crash course in creating a brand that customers can’t live without.

Culture: Where Leadership, Character, and Values Meet As Robinson explains, all of the clever branding and best-in-class services practices his team developed would not have mattered if not for the Chick-fil-A “X factor”: a clear, powerful mission statement driving a self-sustaining corporate culture. With this talk, Robinson peels back the curtain on how Chick-fil-A established their legendary culture by breaking the rules and refusing to forsake purpose for profit. From closing on Sundays to careful hiring practices to making sure every leader’s character and values aligned with a vision larger than themselves, Robinson showcases how Chick-fil-A’s singular culture fueled its great American success story.