



# SETH FREEMAN

CHIEF MARKETING OFFICER



Seth Freeman serves as Chief Marketing Officer for Buffalo Wild Wings, the largest sports bar brand in the United States with more than 1,200 restaurants. Buffalo Wild Wings is part of the Inspire Brands family of restaurants.

As Chief Marketing Officer, Freeman leads all research and development, new product innovation, brand marketing and positioning, advertising creation, and media planning.

Prior to Buffalo Wild Wings, Freeman was with Intercontinental Hotels Group, where he served in a number of marketing roles, overseeing award-winning campaigns for the Holiday Inn Express and Extended Stay brands. Most recently, he was the Head of Global Marketing for Holiday Inn.

Previously, Freeman was a Senior Brand Manager at The Coca-Cola Company, where he led brand stewardship for Gold Peak Tea and managed strategic sports properties such as NASCAR and FIFA World Cup. He also worked for Russell Athletic and General Electric in marketing capacities.

Freeman is an alumnus of Howard University, where he received a Bachelor of Business Administration degree in Marketing. He also received an MBA from the J. Mack Robinson College of Business at Georgia State University.

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