

Robin Blanchette
Founder, President & CEO, Norton Creative

Robin Blanchette is Founder and CEO of Houston-based Norton Creative, a restaurant marketing and design agency that puts business results at the center of every unique solution. Robin founded Norton Creative in 2014, after a celebrated 20-year career in corporate in-house advertising and marketing, and now directs a nimble and creative team that delivers big results for clients like Buffalo Wild Wings, Golden Corral, Fogo de Chao, Wahlburgers, and TGI Friday's on projects ranging from brand identity, design concepting and interiors, menu engineering/layout, national television advertising and digital and social media strategy and execution.

Robin earned her stripes in marketing departments at some of the most respected restaurant chains in the industry. Prior to founding Norton Creative, Robin was Chief Marketing Officer at Ignite Restaurant Group, parent company to Joe's Crab Shack, Romano's Macaroni Grill and Brick House Tavern + Tap. Among her many accomplishments at Ignite were: leading a public offering, retooling the advertising and marketing departments after the acquisition of Macaroni Grill, developing a new restaurant concept, Ignite's Brick House Tavern + Tap and leading what was publicly noted as the most successful turnaround in the restaurant industry at that time at Joe's Crab Shack.

Prior to Ignite, Robin was Director of National Campaigns and Media Services at Applebee's International where she led all media and national campaign planning for the casual dining leader. Robin's 20-year career also includes work with Pepsi core brands and new products at Tracy Locke (DDB) and leadership of the in-house media department for Michaels Stores, Inc., the largest arts-and-crafts retailer in the country.

Robin remains committed to her industry and her community. She has served on the Marketing Advisory Board for both Share our Strength's No Kid Hungry, the campaign to end childhood hunger in America, and Women's Foodservice Forum, the most respected leadership development resource for women in the restaurant industry. She is also the Co-Chair of the Marketing Committee for GLEAM, national mentoring organization for the hospitality industry.

Robin earned a Master of Business Administration from Texas Christian University, where she served on the Executive Board for Neeley Business School and a Bachelor of Arts in Communications (Radio, Television and Film) from Baylor University.