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# WILLIAM CULPEPPER

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## SUMMARY

Dynamic sales and marketing professional with a demonstrated track record executing growth strategies for national brands, including Chester's Chicken and Royal Cup Coffee and Tea. Led Chester's through its first major brand refresh in 20 years and was a key business development contributor at Royal Cup, where sales grew from \$180M in 2006 to \$380M in 2017.

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## EXPERIENCE

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### Chester's Chicken

*Vice President of Marketing – March 2018 - present*

- Led Chester's through its first comprehensive brand refresh in two decades, inclusive of a new logo suite, branded packaging, in-store design, and website. [QSR Magazine Article](#)
- Instrumental in the creation and launch of new products and LTO's, including Chester's Fried Chicken Sandwiches, Fried Pies, Dipping Sauces, and Homestyle Sides. [Convenience Store Products Article](#)
- Engaged in Key Account Management with Chester's largest franchisee partners, including Love's Travel Stops, which operates 140+ Chester's locations. [Convenience Store News Article](#)
- Create yearly marketing calendars and execute three annual in-store promotions for Chester's 1200 franchisees, focused on value deals, limited time offers, or product introductions.
- Responsible for company lead generation strategy by way of executing Chester's tradeshow calendar, B2B Advertising, and email marketing.
- Oversee corporate communication strategy for Chester's franchisee system and internal employee network.
- Lead and manage five direct reports. Act as a strategic working manager with direct responsibility for local store marketing, brand research and positioning, and public relations.
- Navigate foodservice distribution network to drive project success, requiring a high understanding of Chester's relationships with wholesalers, retailers, and other key stakeholders; in turn knowing what characterizes success for each party.

## ACTIVITIES

- Mountain Brook Community Church – Community Group Leader – 2020-2023
- Short Term Mission Work in the Dominican Republic and Peru
- Southern Research Change Agent – Raised \$10,000 to support Southern Research’s work in neurodegenerative diseases - 2018
- Director of Sustainability at Royal Cup - 2015
- Selected to participate in Royal Cup Professional Development Program, 2014-2016
- Washington and Lee University Birmingham Chapter Alumni Board Member, 2014-15
- Youth Soccer Coach – Birmingham United Soccer Association, 2011-2015
- Youth Lacrosse Coach - GBYLA 2019
- Alabama Leadership Initiative, April 2012
- Half Marathon Runner

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## EDUCATION

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Washington and Lee University |  
Lexington, VA |  
Bachelor of Arts – English | June 1999

## Royal Cup Coffee and Tea

*Director - Channel Marketing | July 2016 – March 2018*

- Led direct sales efforts for National Accounts / Foodservice to generate strategic new business. Spearheaded product development and sales effort for cold brew coffee that led to a \$600K Gross Profit sale at Kwik Trip convenience stores.
- Developed and implemented customer management programs, training initiatives and growth strategies to strengthen relationships and profitability with key accounts – Helped Royal Cup earn “Supplier of the Year” awards with Bruegger’s Bagels in 2016 and First Watch Daytime Cafe in 2017.

*Marketing Manager / Sr. Marketing Manager | July 2006 – July 2016*

- Leadership role in selling national accounts, including Bruegger’s Bagels, Del Taco, and Dairy Queen, driving over \$1M dollars in GP.
- Operated as category manager and oversaw P&L for \$20M juice category by establishing chain level pricing, managing margins, identifying growth opportunities.
- Managed marketing activity, fostered key relationships, and oversaw gross profit growth goals at national accounts including Marriott Hotels, Holiday Inn Express, Pret-A-Manger, la Madeleine, and Sodexo.
- Served as Director of Sustainability in 2015, leading efforts to publish the company’s Sustainability Statement and developed programs driving economic, social, and environmental change. Implemented change to LED light bulbs at Royal Cup HQ and launched national recycling program, generating over \$100K in annual savings.

## Fletcher Martin Advertising

*Account Supervisor / December 1999 – June 2006*

- Managed \$4.8 million account for Bridgestone Golf.
- Implemented client’s advertising program, including print / broadcast media, development of collateral, direct mail, and strategic planning.