

JOHN KUPIEC

Grand Blanc, MI | 810.240.0443 | johnk@canadianamerican.com | <https://careerwebfolio.com/johnkupiec/>

PRESIDENT – CHIEF EXECUTIVE OFFICER

Market Share Growth ✦ **Brand Enhancement** ✦ **Promotional Ingenuity** ✦ **Change Initiation & Direction**

Entrepreneurially Inclined, Financially Astute, Energetic, Marketing Expert with a two-decade archive of business model breakthroughs, paradigm shifts, desperation turnarounds, and a host of conventional boosts to top and bottom lines. Exceptional at identifying and capitalizing on growth opportunities. Innovative and pragmatic, aggressive while realistic, prone to action but prudent. A determined, resourceful, and original architect of competitive advantage.

*Consistent Delivering
Impressive ROI in
Consequential Situations*

A leader, colleague, and confidant with the knowledge, skill, and assurance to bring to market ideas, methods, and measurements that convert status quo into state-of-the-art. Teacher-trainer-mentor and compelling communicator proficient persuading strident skeptics to invest in and commit to the unfamiliar. Singularly effective turning new hires and neophyte proprietors into comprehensive business thinkers, judicious managers, and valued contributors.

CORE COMPETENCIES

- Resourcefulness
- Team Building & Guidance
- Financial Acumen
- Multi-Site Supervision
- Written & Visual Communication
- Account Governance
- P&L Direction & Management
- Product Development / Redesign
- Media Strategy & Execution
- Business / Marketing Planning
- Strategic Thinking / Dynamic Tactics
- Client & Public Presentations

PROFESSIONAL EXPERIENCE

Canadian American Corporation | Flint, MI

1988 - Present

Full-service agency serving local, regional, and national retail clients with advertising and PR campaigns. Develops creative, plans and purchases media, and produces broadcast, print, and out-of-home materials.

President

Started the firm and serve as CEO providing strategic direction for client acquisition and billings growth. Guide and oversee advertising plan creation and execution.

- **50+% market share boost earned** for 20 car dealers in 18 states by devising a “one-price” selling system that incorporated a relaxed negotiating environment intended to attract buyers uncomfortable in the conventional setting.
- **Overcame a seasonal sales decline** by sponsoring football-connected ticket sweepstakes and offering giveaway premiums attractive to 18-to-49-year-olds and promoting the events through advertising and PR.
- **Originated the concept of local dealer co-op advertising** by forming groups that through association had the financial strength to acquire more of allocated vehicles and increase promotional activity.
- **Produced record sales and a dominant market position** through introduction of non-traditional food offerings and promotional programs that hiked trial and repeat visits.
- **Raised brand awareness from zero to the category’s highest** by amassing a \$55 million advertising budget from 3,800 franchisees operating in 19 states and using the funding to execute a media strategy focused on connecting consumers with the then-new chain.

- **Rescued franchisees in 50 markets** from bankruptcy and the need to press legal action by accumulating \$10 million from the group and launching marketing efforts that drove store traffic more than that produced by previous programs.

Firehouse Subs | Flint, MI

2011 - 2022

An American franchised restaurant chain specializing in gourmet sub sandwiches.

Area Representative

Introduced and developed the franchise in Michigan. Recruited, trained, and mentored franchisees. Assisted with site and vendor selection, oversaw restaurant construction, and monitored performance to ensure brand-prescribed performance.

- **\$2 million of contributions generated** for the purchase of first-responder equipment by convincing franchise owners of the magnitude of commercial value derived from promoting charitable giving in support of local public safety.
 - **Honored as the region's top funds raiser** for ten consecutive years, and as the nation's twice.
- **Aided in generating the desired pace of brand growth** by serving as the area's marketing director and as a sounding board welcoming ideas and concerns from 42 area representatives presented at daily conversations, monthly conference calls, and quarterly meetings.
- **Produced the region's largest increase** in number of restaurants, average unit volume, and profit margin by setting system-wide performance goals, teaching, training, and coaching new owners, and maintaining a unified territorial presence.
- **34 franchise locations and 12 organizations established** in 11 years by guiding franchisees in selecting proper store locations and mentoring operations to produce long-term business stability.

Nozzle 57 LLC | Brighton, MI

2012 - Present

The parent company of 1) the first Firehouse Subs restaurant in Michigan and 2) a second establishment, the first to offer drive-thru service.

Franchisee

Operated the business as a profitable restaurant and model to attract, engage, and train other franchisees.

- **Achieved million-dollar status**, the brand's pinnacle, and highest ROI, multiple times by maintaining quality, offering innovative products, and inspiring managers and in-store crew to exceed expectations.
 - **Highest regional guest-satisfaction ratings scored** for five consecutive years by sustaining delivery of the business service model through training and motivation.

ADDITIONAL EXPERIENCE**Kupiec Farms, LLC | Grand Blanc, MI**

1988 – Present

A 1,200-acre cash-crop farm specializing in soybean production.

Owner

Manage the finances, study the latest science, and operate the equipment in hopes of producing a profit.

EDUCATION / ASSOCIATIONS / CERTIFICATION / AWARDS

Bachelor of Science in Automotive & Heavy Equipment Technology, Ferris State University

Michigan Restaurant Association, National Restaurant Association, Flint-Area Advertising Federation, Innovative Commerce Serving Communities (ICSC), Chamber of Commerce, Safari Club International, National Rifle Association, Pheasants Forever, Ruffed Grouse Society

ServSafe, Food Industry Certification

Subway's Agency of the Year Three Times (Most of Any) • Multiple Telly, Addy, and Industry Honors
Conservationist of the Year, Genesee County, MI