WILLIAM M. KOEHLER

Technology Executive | Restaurant & Foodservice · Digital Transformation · Guest Experience
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EXECUTIVE PROFILE

Technology leader with experience on both sides of the restaurant technology table: today as the senior-most technology executive of a multi-unit restaurant company reporting to the CEO, and previously as the digital and payments strategy lead advising national QSR C-suites at The Coca-Cola Company. Combines enterprise IT and infrastructure ownership with digital commerce, loyalty, and payment platform strategy, and a track record of translating technology roadmaps into commercial and operational outcomes. Emory Goizueta M.B.A.

EXPERIENCE

Jim 'N Nick's Community Bar-B-Q Atlanta, GA
Vice President of Technology *September 2021 – Present*

- Senior-most technology executive; report to the CEO as a member of the Senior Leadership Team and partner with Roark Capital, the company's private equity sponsor, to align technology strategy, investment, and resources.
- Own the enterprise technology vision, multi-year roadmap, operating budget, and team across restaurant systems, enterprise applications, and infrastructure/security.
- Scaled resources and vendor partnerships to support 20% year-over-year growth.
- Lead the teams and vendors behind the full technology stack — restaurant systems (NCR Aloha, QRS, HME), enterprise applications (Olo, Mirus, CrunchTime!, TeamWorx, NoWait, Monkey Media, EZ Cater), and infrastructure/security (Cisco Meraki, Darktrace, Alarm.com, Atmosphere, Microsoft 365).
- Established an applications delivery discipline leveraging AI through Claude and Codex.

The Coca-Cola Company Atlanta, GA
Global Product Director, Memberships & Transactions *March 2021 – September 2021*

- Led product strategy for consumer membership and payment transactions across Coca-Cola's global digital ecosystem, serving Global Business Units and the Global Foodservice & On-Premise channel.

Director, Digital *March 2018 – March 2021*

- Led digital strategy for National QSR customers and the local Foodservice & On-Premise channel at Coca-Cola North America, managing a strategy team, budget, vendor selection, and contract negotiations.
- Consulted and partnered with major QSR customer C-suite executives on optimizing digital activation and transformation — spanning front of house (guest experience and hardware), back of house (operations systems), and outside of house (web/SEO, social, ordering, delivery, and loyalty).
- Developed the holistic 2021 ecosystem and platform strategy for Coca-Cola's marketing technology and digital capabilities; built and managed the Neko Digital Menu Boards, Deal Rover, and Coke Solutions platforms.

Director, Digital & Payment Platforms *September 2016 – March 2018*

- Digital and payment platform strategy lead for the local Foodservice & On-Premise channel, reporting to North America Commercial Leadership.
- Built and managed the Coca-Cola Vending Pass loyalty program; rolled out a vending machine beacon program to more than 18,000 machines nationwide.
- Advised, consulted, and commercialized local-market digital strategy with all 68 bottlers in North America.

Chick-fil-A, Inc. Atlanta, GA
Customer Identity Lead *2015 – October 2016*

- Business owner of Chick-fil-A One's proprietary customer profile platform, estimated at more than 15MM users in 2016, and strategist for the enterprise customer data roadmap.
- Lead project manager for customer identity enhancements and integrations across the Chick-fil-A app, chick-fil-a.com, CMS, loyalty systems, mobile ordering, catering, point of sale, support dashboards, and APIs.
- Customer security and fraud prevention lead, partnering with vendors to keep customer accounts secure and private.

Customer Experience & Innovation Specialist · Business Growth Solutions Sr. Analyst / Analyst *2008 – 2015*

- IT project lead for customer data and digital marketing solutions and primary liaison between Digital Marketing and Information Technology, including ownership of chick-fil-a.com and the customer relationship management strategy.

Early Career: Business Analyst, SMART Builder Solutions (2006 – 2008) · Intern, Radiant Technologies, point of sale software (2005) · Intern, NCR Corp., consumer transaction technologies (2004)

EDUCATION

Emory University — Goizueta Business School M.B.A., Marketing Strategy · 2017
Beta Gamma Sigma · Marketing Faculty Honors · American Marketing Association Award · Core Value Award · Academic Chair · Strategic Management TA

The University of Georgia B.A., Management Information Systems · 2006