

DAVID CHAPMAN — FOUNDER & CEO OF WINGMAN CONSULTING



David Chapman is an accomplished entrepreneur, consultant, investor and thought leader in the franchise industry with over two decades of experience transforming brands through strategic marketing partnerships. He is the founder and former CEO of 919 Marketing, a nationally acclaimed franchise marketing agency recognized for its innovative approaches and consistent growth, which landed it multiple times on the INC 5000 list.

Under David's leadership, 919 Marketing became a go-to partner for more than 200 franchise brands, helping emerging companies evolve into market leaders. His deep understanding of franchise dynamics—both the triumphs and the challenges of managing supplier relationships—drove him to launch Wingman Consulting.

At Wingman, David aims to offer more than just marketing supplier matchmaking. His vision is to provide franchisors with a high-touch, transparent, and data-driven approach that integrates proprietary personality testing, in-depth analysis, and ongoing relationship management. As a trusted advisor, David believes in going beyond the typical “meet-and-marry” process, ensuring that both franchisors and suppliers achieve lasting success.

David's passion for the franchise space is matched by his commitment to improving supplier relationships—not only by finding the right matches but by making those relationships thrive over time. He is supported by an advisory board of industry thought leaders, all dedicated to delivering deeper insights and measurable results for clients.



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