Rupa Crump

Leadership Coach & Trainer

About Rupa

Rupa Crump is an executive coach and business consultant with a remarkable track record of driving growth, developing people, and creating systems that deliver sustainable impact. With over 17 years of experience across industries and continents, she brings a unique blend of practical expertise and a deep passion for developing people and teams.

Rupa has served in leadership roles across diverse industries, including healthcare, consumer goods, and the quick-service restaurant sector. She built and scaled Zoya Labs, one of India's first homeopathic medicine manufacturing companies, and later held strategic consulting roles with Humana in the U.S.

Most recently, she served as the Financial Stewardship Director at Chick-fil-A, where she led initiatives that significantly improved profitability, team performance, and customer satisfaction across multiple high-volume locations. At the Brentwood, TN location, her leadership helped grow revenue from $9M to $13M, maintain profit margins of 14–16%, and rank in the top 10% nationally for performance. Her strategic systems, focused on people and processes, have been adopted by restaurant leaders across multiple markets. When entrusted with revitalizing the Nolensville Pike location in 2024, Rupa again delivered remarkable results -improving culture, guest experience and maintaining double digit profitability, while earning Top 20% rankings in IPO and OSAT and Guardian of the Brand honors.

Rupa has partnered with Chick-fil-A restaurants nationwide to elevate business performance through coaching and consulting. Leveraging deep operational expertise and systems-driven approach, she has helped leaders improve team dynamics, optimize food and labor costs, enhance CEM scores, and strengthen leadership capacity. She holds an engineering degree, two MBAs, and is certified through the International Coaching Federation (ICF) and the Maxwell Leadership Team. Her leadership is anchored in her core values: Faith, Family, Grit, Excellence, Adaptability, and Integrity. She is a Christ-follower, wife, mom, and servant leader who finds joy in empowering others to live and lead with purpose. She lives in Nashville, TN with her husband and two children.