



**FOR IMMEDIATE RELEASE**

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### **Research Chefs Association Appoints New Executive Director**

Chicago (Jan. 10, 2017) – The [Research Chefs Association](http://www.researchchefs.org) (RCA) has selected Chip Potter as RCA's executive director, effective Jan. 9, 2017.

Founded in 1996, RCA is the premier source of culinary and technical information for the food industry, with a professionally diverse membership including chefs, food scientists and other industry professionals who are shaping the future of food research and development.

Mr. Potter's background in both professional associations and in the food industry makes him uniquely qualified to help direct and support RCA as it continues to evolve and grow. Most recently, Mr. Potter was the vice president of the National Automatic Merchandising Association, a \$5 million non-profit organization supporting the foodservice refreshment services industries. He also has extensive experience in strategic marketing positions in the food industry, including as the vice president of marketing for Dawn Food Products, Inc. and director of multiple divisions in Kraft Foods.

"It is without a doubt that Mr. Potter is the right fit for leading RCA and driving growth through innovation and a strategic marketing mindset," said Catherine Proper, CEC<sup>®</sup>, president of the RCA Board of Directors. "Mr. Potter has a strong record of leading teams, divisions and full organizations to success. I have every confidence that he will have similar success as RCA's executive director." The transition will begin immediately.

In the role as executive director, Mr. Potter will lead a team of RCA professional staff who are responsible for all aspects of the association's operations, including membership recruitment and engagement, the RCA annual conference and its regional events, certification, marketing and communications, technology and financial management. Mr. Potter will also manage RCA's Culinology<sup>®</sup> Education Foundation.

"I am honored to serve RCA and help the organization achieve its mission and exciting vision for the future," said Chip Potter, incoming RCA executive director. "I am excited to help RCA expand awareness of Culinology, grow the RCA community and enhance the RCA brand and offerings for members."

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**About the Research Chefs Association**

Founded in 1996, the [Research Chefs Association](#) has rapidly grown to more than 2,000 members, including chefs, food scientists, technologists, writers, nutritionists, academics, researchers, consultants, sales and marketing professionals, suppliers, co-packers, distributors and students. RCA is the premier source of culinary and technical information for the food industry and is committed to the advancement of Culinology®—the blending of the culinary arts and food science.

For more information on the RCA, visit [www.culinology.org](http://www.culinology.org).