

**Franchisee profile:
Vicki Dunn Marshall**



Since the age of 16, Vicki Dunn Marshall has been involved in the Little Caesars business. She began as a crew member and then moved into various positions in the corporate office, where she got the entrepreneurial bug. At the age of 22, she opened her first Little Caesars restaurant in Lexington, Kentucky. Today she owns 22 stores in Kentucky, West Virginia and Ohio.

Vicki believes in the concept of “paying it forward.” As a former Little Caesars corporate colleague and a current franchisee, she has been given opportunities and ran with them; she now offers those same opportunities to her own employees, who are off and running their own Little Caesars businesses, just like her. Several of Vicki’s former employees are now Little Caesars franchisees themselves – some of whom bought their stores from Vicki.

“It pleases me to help my employees to grow personally and professionally,” Vicki said. “I have had a great time in my various roles at Little Caesars and I love when my employees share my enthusiasm for the brand. I like to build on their enthusiasm and watch them grow as business owners.”

Vicki also likes to “pay it forward” in her community. When Marshall University was invited to play in the 2009 Little Caesars Pizza Bowl, Vicki and the crew at her Huntington, West Virginia store showered the entire college town with Little Caesars spirit. She hosted two Love Kitchen feedings and sponsored the Little Caesars Express, a caravan of three charter buses that took fans from Huntington to Detroit and back. On the buses, fans were given Little Caesars Pizza Bowl trinkets and were served Little Caesars pizza on the way home.

“The Little Caesars Pizza Bowl was a great opportunity to connect with our local community and create excitement for the brand,” Vicki said.

Vicki exemplifies the meaning of teamwork, from keeping her crew working efficiently to recruiting new franchisees to strengthen the brand. As Vicki says, “TEAM = Together, Everyone Achieves More!”

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