
Marc P. Plaisted - CFE

Accomplished and passionate franchise industry executive (franchisee & franchisor) with a lifetime of focus on foodservice and retail. Newsworthy achievement in domestic and international franchise expansions and leadership. A skilled team player with an eagle's eye on costs while pursuing consistent World Class customer service. Vast diversity of experience in all facets of business & franchising including development/sales, operations, franchise marketing, franchise legal, vendor & supplier relations, inventory control, budgeting, finance, and customer relations. Decorated reputation for company/team loyalty, creative problem solving, team leadership, and results.

Professional Experience

BrandChise, LLC*President/CEO***December 2006 – Current****ACHIEVEMENTS**

- Retained franchise clients seeking the implementation of franchising. 100% client "thrilled" rate.
- Was invited by the International Franchise Association to perform numerous franchise education seminars at most national events and graduated (February 2008) earning the coveted Certified Franchise Executive (CFE) designation.
- Served as an expert witness on a number of important franchise cases. *"I knew from our first telephone conversation that that you fully understood the dynamics of the franchise relationship, in particular, and the franchise business as a whole. A listener knows immediately that you know your subject matter."* John R. Previs – Shareholder – Buchanan Ingersoll & Rooney, PC - December, 2007

Nexia Strategy, Inc.*Franchise Domain President***March 2006 – April 2007****ACHIEVEMENTS**

- Considered an influential key executive within a 1.1 billion dollar private equity company working amongst some of the most recognized community and industry figures in central Florida.
- Managed a talented team of multi-concept franchise sales, marketing, finance, strategy, and operations staff without ever exceeding our budgeted expenses while meeting or exceeding each and every sales projection.

Carrs® The Traditional Barber, Inc.*President/CEO***July 2005 – March 2006****ACHIEVEMENTS**

- Launched a nationwide franchise development marketing campaign for a small start-up franchise company resulting in a 4-month expansion from 5 total units to over 50 unit franchise and area development agreements.
- Revamped store level operational systems resulting in an increase of franchised store level return on investment from an average of 12% to over 20%.
- Forged international relationships that generated in excess of a million dollars in investment revenue within 5 months.
- Authored a direct offering package, proposed, and negotiated with perspective Venture Capital and Equity Investment companies which generated a number of attractive offers to purchase the company from founders.

Professional Experience (Continued)

DQ Grill & Chill Operations Task Force

November 2004 – March 2005

Board Member

ACHIEVEMENTS

- Enhanced franchise marketability and expansion feasibility through the creation and implementation of system wide systems allowing for a broader range of qualified franchise candidates.
- Integral participation in revamping performance benchmarks for an audience of hundreds of operators.
- Enhanced operational systems that greatly impacted thru-put and service times.

DQ Grill & Chill - Multi –Unit Area Development February 2001 – June 2005

Senior Director of Operations & Development – Multi- Unit Franchisee

ACHIEVEMENTS

- Managed a team of construction and development personnel while creating development and construction systems resulting in on-time & on-budget unit rollouts of multi-million dollar restaurant developments.
- My situational analysis and proposal for franchise system improvement honored in personal written correspondence directly from Mr. Warren Buffet; “I love your analysis of what franchisees can do to help the system. The fellow in the adjacent territory that does not keep his premises clean, service prompt and quality high is sticking a dagger right into the hearts of people like you running outstanding operations” June 14, 2002
- Scrutinized proposed engineering and construction plans resulting in the reworking and adaptation to the franchise prototype of over 70 construction and design elements which otherwise would have resulted in certain building design flaws.
- Created and presented multimedia business plans heralded by the Vice President of First Bank as the “Best business plan to ever hit my desk.”
- Shattered the North American single largest sales volume record for a single week. A record that previously stood for nearly 30 years.
- Increased cash flow (by over 135%), profitability, and market perception within a multi-unit operation in locations formerly losing market share and under threat of Health Department and franchisor foreclosure.

Hollis Technologies, LLC (DBA Computer Renaissance) March 1999- August 2001

Vice President of Operations & Development

ACHIEVEMENTS

- Led and directed a franchise development/sales team during 2nd largest domestic franchise expansion growth period in company history.
- Repaired damaged franchisee relationships by implementing new profit focused initiatives aimed at encouraging franchisees to remain loyal to the brand.
- Resurrected a system riddled with non-compliance and only 17% royalty compliance by authoring and implementing a revolutionary franchise program partnering with the systems top franchisees leading to a massive increase in compliance to over 77% within 60 days representing a system compliance record and the largest cash producing month in concept history.

Professional/Personal Profile

Education

- Graduate of the Nova Southeastern University Franchise MBA program
- Certified Franchise Executive (Graduating January of 2008)
- Private Pilot (inactive)
- Serv-Safe Certified

Industry Affiliations

- International Franchise Association
- National Restaurant Association
- Vet-Fran
- Minority Fran

Community Affiliations

- Lighthouse Ministries
- Numerous Chamber of Commerce Memberships
- March of Dimes
- Children's Miracle Network

Personal Affiliations

- Youth Football and Basketball Coach
- Member of Highland Park Church

Favorite Quote

The key to success is to get out into the store and listen to what the associates have to say. It's terribly important for everyone to get involved. Our best ideas come from clerks and stock-boys.

- Sam Walton