



## TITLE OF JOB: Head of Franchise Development

**LOCATION:** Open

**POSTED:** December 2021

### SUMMARY:

Growing and aggressive multi-brand restaurant company is seeking a hard charging strategic franchise development leader/growth architect with broad based knowledge in all areas of development. The Head of Franchise Development will manage the franchise development team and, ensuring measurable growth of our franchise programs via new franchisees, existing franchisees, franchise development agreements and territory development management.

### RESPONSIBILITIES:

- Responsible for managing franchise sales team in achievement of annual franchise development goals including; new franchisees, ongoing development commitments, and the associated financial goals. Provides timely, accurate and complete reports on the effectiveness of processes. Utilizes analyses to redirect efforts and strategies as necessary.
- Lead, the company's franchise sales team across all brands. Establish annual development plans in support of the annual and long-range strategy and objectives. Development strategy would include market development, partnership development, potential in working on the franchise sales marketing strategy working with the Chief Development Officer, relationship building, and other avenues of franchise sales growth.
- Lead development of potential franchisees. Work with the CDO to establish and implement a strategy to create a pipeline of qualified franchise candidates; ensure the franchise pipeline process utilizes the best tools that would yield analytical/trend reporting and provide executive summaries as needed. Conduct review of competitor and market research to ensure sales materials are relevant and compelling.
- Lead the potential franchisee candidates vetting process to ensure each candidate meets the brand criteria as well as culture.
- Work with CDO and Franchise Development Team to ensure the existing franchisees fulfill their development agreements and to identify any relationship issues that need to be addressed.
- Collaborate with the franchise development management team to develop and implement plans for the franchise sales infrastructure of systems, tactics, processes, and personnel designed to accommodate the objectives of the company and attract potential franchisees.
- Responsible for evaluating the performance of the Franchise Sales Team

### REQUIREMENTS:

- A minimum of 15 years leadership experience in the development function for a Global, National or Regional multi-unit restaurant or hospitality chain.
- Post-college career track including broad functional exposure in areas of strategic development, franchise development, real estate, asset and/or facilities management, construction, architecture/design, and finance.
- A successful and proven track record of setting and meeting business development objectives with a heavy emphasis being placed on recent historical accomplishments.
- Outstanding team leadership skills with a proven record of successfully managing an organization through periods of extensive unit expansion and growth.
- Strong analytical and organizational skills to evaluate current systems and processes and implement "best in class" practices going forward.
- Solid negotiation skills with a high capacity for managing complexity.
- Personal networks and/or the knowledge of resources that expedite the identification of qualified franchising candidates.



- Franchise development experience with a proven record of leading successful franchise development; past experience converting single unit franchisee-based organization to multi-unit territorial franchise rights a plus.
- Outstanding strategic planning capabilities demonstrated in complex, fast paced and competitive environments.
- Familiarity with site modeling techniques and sophisticated site analysis and location tools
- Knowledge of major DMA RE markets.
- Knowledge of franchise legal parameters.
- Contacts within the RE development community.
- High energy and enthusiasm, integrity, superior communication skills (both verbal and written), resilience, service orientation and a collaborative influence style.
- Strong general business acumen with the keen ability to balance the execution and innovative requirements of the position.
- Ability to travel extensively on an “as needed” basis although sometimes travel will be frequent or with short notice.

#### **EDUCATION:**

Bachelor’s Degree in Business related area, MBA Preferred.

#### **SALARY & BENEFITS:**

Highly competitive compensation package for qualified candidates.

#### **FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:**

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