



TITLE OF JOB: Franchise Market Director

LOCATION: Mid Atlantic

POSTED: May 2018

SUMMARY:

A top well known national QSR company is seeking a Franchise Market Director to play a critical role with the continued transition and growth of their franchising/re-franchising efforts within the specific DMA areas. In this role, you will drive market growth, provide a strategic brand view and own results within specific designated market areas (DMAs). The average portfolio of a Franchise Market Director will include: \$300M sales, 1-5 DMAs, 12-15 primary Franchisees, and 185 restaurants. This role is viewed as direct bench for Division Vice President.

RESPONSIBILITIES:

- Actively participate in the development of strategic objectives and business plans to advance the company's brand image and drive the growth and profitability of their assigned DMAs and US operations. Develops and achieves current and long-range business plans for their DMAs, which are aligned to and supports the Company's direction.
- Develops and maintains successful franchise relations and provides leadership and influence within the DMAs and franchise community to achieve business plans and customer count growth, operational objectives, re-investment, development, and financial results.
- Ensures focus on protecting the Wendy's brand image by driving total customer satisfaction in all franchise and company restaurants within the DMAs.
- Leads DMA efforts to assist franchisees in optimizing profitability through ongoing analysis and consultative support of cost controls. Is skilled in analyzing P&L statements and can identify and problem-solve cost control opportunities. Shares DMA cost performance and makes available cost control systems to the franchisees to assist them in improving profits.
- Provides leadership to franchisees within the DMAs, leading to a performance driven culture characterized by high levels of retention, staffing, performance, and bench development. Personally coaches franchise owners/operators and encourages a strong focus on maximizing productivity and the personal development at all levels.
- Effectively utilizes corporate, strategic partnerships, peers and support functions to achieve business goals.

REQUIREMENTS:

7+ years of increasingly responsible restaurant operations management experience including exposure (knowledge) of marketing, business planning, training and human resources. Extensive experience in performance measurement and P&L analysis. Proven track record of qualitative analytical skills and problem solving. Strong strategic thinking and organization skills.

SALARY & BENEFITS:

A competitive Salary and Bonus will be commensurate with experience.

EDUCATION:

Bachelor's Degree required, MBA or equivalent preferred

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

Name: David Ulrich **Direct:** (813) 841-7287 **E-mail:** david.ulrich@wraysearch.com

Name: Rebecca Patt **Direct:** (831) 332-7322 **E-mail:** rebecca.patt@wraysearch.com

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