



TITLE OF JOB: Brand President

LOCATION: West Coast

POSTED: November 2022

SUMMARY:

A dynamic, well established growth chain requires a Brand President with strong operations and business acumen, coupled with a demonstrated record of accomplishment and leadership development necessary to foster the growth of the organization. The President will be responsible for setting the vision, direction and execution of all corporate initiatives for this entity. The President will be an integral member of the executive team providing leadership, growth initiatives and continue to foster franchise success initiatives. This person must be financially & tech savvy, hands-on, entrepreneurial and driven. The President has overall responsibility for implementing the strategic direction and executive management of the brand. They will be the architect of the brand's growth in guiding operational excellence from existing franchisees as well as franchise model development.

RESPONSIBILITIES:

- Guides, influences and directs franchisees to new levels of operational excellence.
- Works with the executive leadership team to grow the brand beyond current unit, location, and profitability levels.
- Provides vision and supporting direction to achieve corporate initiatives and profitability goals.
- Identifies brand opportunities, both operational and financial, to positively impact future growth.
- Plays a central role for organizing, planning, and developing the brand beyond current levels.
- Establishes a unified vision for the brand to align with corporate initiatives.
- Develops strong partnerships and fosters accountability for all direct reports.
- Build and develop an informational based network to establish a brand performance-based benchmark, clearly defining how the results can be carried out by all departments and make recommendations to ensure the movement is in the right direction.
- Define and recommend objectives for the management team.
- Develop and grow the franchise system.
- Maintain a financial and operational benchmark to monitor key business indicators within the concept's operations.
- Develop specific long and short-term plans with appropriate budget requests and financial estimates. Implement these goals and objectives to achieve the overall improvement of brand value through a team of motivated and dedicated franchisees and employees.
- Ensure that overall brand financial and growth targets are met, recommending and implementing a plan of action, if needed.

REQUIREMENTS:

- 15+ years of experience in a leadership role with strong restaurant companies.
- 5+ years of senior level operations experience for national and international restaurant company.
- Expertise with influencing and developing operational excellence from Franchisees.
- Team-builder, strategic and passionate about food.
- Demonstrated knowledge of corporate standards, leadership skills and strategic thinking.
- Commitment to results: systems thinker, customer focused, goal driven, action oriented and innovative.
- Business savvy: demonstrated ability to integrate and coordinate diverse areas of management both nationally and internationally.

SALARY & BENEFITS:

Competitive compensation package for qualified candidates., including base salary, strong bonus, and equity

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

Name: **Kevin Stockslager**
Direct: **(845) 863-5562**
E-mail: **kevin@wraysearch.com**

Bob Gershberg
(727) 244-4113
bob@wraysearch.com



Wray Executive Search shall provide equal employment opportunity to all qualified candidates, and will refer candidates without regard to race, color, religion, national origin, sex, age, disability, veteran candidates without regard to race, color, religion, national origin, sex, age, disability, veteran status or any other legally protected basis. Wray Executive Search shall comply with all applicable laws, rules and regulations in the performance of duties pursuant to this Agreement, including but not limited to, Title VII of the Civil Rights Act, the Age Discrimination in Employment Act, the Americans with Disabilities Act, and state and local anti-discrimination laws to the extent applicable.