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Entrepreneurial Senior Business Executive

Over 20 years of successful entrepreneurial and senior executive business experience providing proven, dynamic, innovative and synergistic guidance and leadership in numerous challenging revenue generation, fiscal control, strategic and operational situations with client experience in the United States, Canada, Europe and Pacific Rim.

Dynamic, results-oriented leader with a strong track record of **performance and results** with independent businesses, franchisors & franchisees around the world, from many industries and segments and various sizes and stages of growth who by utilizing critical thinking, keen analysis, insights, synergy and a team approach drives revenue, network and organizational improvements and implementation of systems and best practices. Possess superior interpersonal skills, capable of resolving multiple and complex (sales, human resources, legal, financial, operational) issues and motivating staff to peak performance.

Areas of Expertise & Practical Experience Include:

- Strategy, Vision & Mission Planning
- Revenue Generation/Cost Controls
- Profitability & Cost Analysis
- Concept Branding/Marketing
- Operations & Systems Management
- Policy & Procedure Development
- Project Management
- Infrastructure & Growth Management
- Franchisee Recruitment
- Contact to Contract Facilitation
- Turnaround/Change Management
- Budgeting & Expense Management
- Team Building/Performance Improvement
- International Expansion & Operations
- Franchise/Business Development
- Franchisor-Franchise Relationship
- Training & Support
- Site Selection, Lease Negotiation
- Vendor/Contract Negotiations
- "Next Step" Strategy Planning
- Business Exit Strategy (sale of business evaluation)

Professional Experience:

2006-2009 – **President, Managing Member**

Synergy Franchise Group, LLC – International Franchise Consulting, Coaching & Development Services
Synergy Franchise Development, Inc.—Franchise Consulting and Development Services

Work with dozens franchisors & franchisees of various sizes and stages of growth from around the world encompassing numerous industries and segments. Evaluate needs and assist in developing and implementing strategy covering such areas as: Franchise System and Corporate Infrastructure Evaluation, Franchise Development & Sales, System Renewal, Training & On-going Support, Operations Review, Profit and Loss Analysis, Site Selection, Lease Negotiation Assistance, Coaching and Consulting.

2005-2006 –**Chief Franchise Development Officer**

Proforma (PFG Ventures, INC.), Independence, OH

Chief Franchise Development Officer of a franchise network with \$250 million in annual sales whose franchisees are providers of Graphic Communications, Printing & Promotional Products Solutions. A B2B Home Based Distributor Model with 650+ Franchise Owners in the United States and Canada.

Accomplishments:

- Corporate review analysis resulting in combining of the New Owner Development & Lead Generation Department, into Franchisee Recruitment Development and a revamped franchise sales & lead generation and franchisee profile process to diversify prospect pool from nearly 99% industry experienced to a more balanced 60/40 mix and increasing contract signing by 50% over 6 month period, while reducing the number of required staff from 12 to 5.
- Increased Discovery Day to Deal closed percentage from 27% to over 50%.

- Increase lead flow pipeline capacity and results while reducing \$1+ million budget by 1/3.
- Established franchise sales training & best practices program for all Franchisee Recruitment, Training and Support Staff throughout the organization.
- Finished assignment three months ahead of the stabilization & strategy plan.

**1999–2005 Vice President of Franchise Recruitment & Development for all Brands
United Franchise Group, West Palm Beach, FL**
(SIGN*A*RAMA, EmbroidMe, Billboard Connection, World Franchisors, Franchise Mart)

UFG is a family of franchise and service companies whose units have total annual sales exceeding \$600 million. I worked with a great team including home office staff, 25 Regional Vice Presidents and Master Franchises around the globe in expanding the United Franchise Group franchise brands which together have nearly 1500 units in as many as 40 countries around the globe. The annual expansion budget exceeded \$800,000.

Accomplishments:

- Worked on strategy development, implementation and management of the group which launched 3 new franchise concepts.
- Successfully combined the Franchise Recruitment & Development Departments of 3 franchise systems
- Management of 25 Regional Vice Presidents, franchise recruitment generation strategy
- Management of internet, newspaper, magazine, referral budget of \$800,000+.
- Created state of the art lead generation tracking program allowing global cross concept matching and screening of over 1000 monthly inquiries and prospects.
- Averaged 150 contracts completed yearly generating \$20 million in fee revenue.
- Discovery Day for over 200 visitors a year
- Conceived, developed, contracted, assisted in scripting and oversaw the filming and completion of corporate videos
- Liaison with Master Franchisees global recruitment strategies in over 3 dozen countries
- Created “Farm Club” to train team for multi brand sales and recruitment domestic and international

**1996-1998—Director United Kingdom
SIGN*A*RAMA, West Palm Beach, FL**

Moved to the United Kingdom and spearheaded the launch of SIGN*A*RAMA in the UK and opened the first 13 franchised stores in just over 1 year. Created a solid infrastructure for the United Kingdom to become the first European Regional Office and operate as a base for supporting the Master Franchisees in Europe.

Accomplishments:

- Negotiated and established a source of financing for the company and individual owners, through banks and leasing companies.
- Set up a network of suppliers and vendors for franchise equipment package and ongoing supplies.
- Set up a system for conducting demographic studies, site locating, lease negotiations, and lease hold improvement criteria
- Coordinated 4 franchise expos for company
- Hired, trained, and managed our UK Regional Director, Marketing Director and Technical Support Manager.

**1994-1996—Regional Vice President, Texas Region
SIGN *A*RAMA, West Palm Beach, FL**

Led corporate staff, franchisees, suppliers and vendors in a regional turnaround after a couple years of stagnant growth and lackluster performance.

Accomplishments:

- Established Regional Office
- Increased number of cities served from around 8 to 15.
- Increased royalty revenue over 50% through increased sales in existing units and adding new stores.
- Reestablished vendor relationships
- Solidified Franchisor-Franchisee Relationship

**1983-1994— Regional Vice President, St. Louis Region
MINUTEMAN PRESS INTERNATIONAL, Farmingdale, NY**

Minuteman Press is the World's Largest Printing Franchise with over 900 locations worldwide and has total system unit sales in excess of \$450 million.

Accomplishments:

- Youngest person to be promoted to Vice President in the company's history and still holds true
- Established company presence in 3 states and 20 cities
- Grew number of locations from 4 to 30
- Royalty revenue growth was double digit 11 years in a row
- Negotiated purchasing agreements with equipment manufacturers and other suppliers
- Developed system for streamlining demographic and traffic studies, site location and lease negotiations,
- Renovation coordination resulting in less than \$1500 per location cost to renovate
- Liaison with 15 other Regional Vice Presidents nationwide and Canada
- Successfully ran national and international franchise and business opportunity shows

Additional Entrepreneurial Accomplishments:

Synergy Investments—St. Louis, MO

Procured residential property for building and selling

Minuteman Press—Chicago, IL

Partner in a full service quick print business

S & R Graphics—Chicago, IL

Partner in a quick print and typesetting operation

Affiliations:

- IIFE-NOVA Southeastern University- Ft. Lauderdale, FL – Conference Instructor, Module Trainer-CFE, Mini MBA Program, CFE Module Training for Philippine Franchise Association, 2008
- Emerging Franchisor Conference-Sponsor, Speaker, Presenter
- International Franchise Association Events- Guest Speaker and Presenter
- Franchise Update Franchise Development Conference- Sponsor and Speaker
- Deaf Service Center of Palm Beach County, Board of Directors Member, Executive Board

Additional Educational Accomplishments:

- CFE Designation, March 2004, Renewed in 2007
- Completed Fast Track M.B.A., Training in Franchise Management, June 2003

Interests:

- American Sign Language for the Deaf
- Meteorology
- Travel