



## Greg Nathan FOUNDER

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Greg is a corporate psychologist and international expert on the franchise relationship. He has a Masters Degree in Psychology and Education from Monash University and is a prolific writer on managing the people issues in franchising. He developed the popular Franchise E-Factor model and is regularly invited to deliver keynote addresses at franchising conferences all over the world. Greg's introduction to

franchising started in 1979 with the Brumby's Bakery group where he was a multi-site franchisee and later became the group's National Marketing and Operations Manager. In 2003 the Franchise Council of Australia presented him with the inaugural National "Contribution to Franchising" Award in recognition of his pioneering work in franchise education and research.

*The Franchise Times has named Greg as one of the "Top 20" thought leaders to watch in the USA.*

**To book Greg, contact SPEAK!**

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