



Gerry O'Brion Speaker Bio

Better Together – Building a Powerful Franchise Brand

Franchises are a collaboration between the franchisor and the franchisee. Each side has needs and expectations. Both sides want to build a winning concept. But many times the relationship gets strained.

Inspire your franchisees to be the best they can be. Maximize their critical role in building a powerhouse brand. Whether you need increased compliance, improved execution, or better customer service, this presentation will motivate your franchisees to take their game to the next level.

Gerry O'Brion is a nationally recognized speaker, author, and marketing expert who helps restaurants thrive. Having worked on several billion dollar brands, he translates that experience into strategies that build great restaurant brands.

Gerry will have your franchisees look at their business with a fresh perspective. You will reexamine the role of the franchisor and franchisee and the importance of both sides. The fun, thought-provoking dialogue will generate real ideas you can use immediately.

What You'll Get:

- Collaboration to build a powerhouse brand
- The critical roles of the franchisor and franchisee
- Maximizing the franchise equation
- Creating a Spiral of Success
- Six steps to greatness in every franchise

Gerry O'Brion is the Founder of What Big Brands Know® and the creator of The Restaurant Formula™, a program for attracting new, profitable customers. The Formula was created from the strategies used by the best, most successful restaurant concepts.

After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow businesses of all sizes. His strategies work in any restaurant regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, and then became VP of Marketing for Quiznos, and VP of Marketing for Red Robin Gourmet Burgers.

SPEAK! Franchise Speakers That Deliver
2229 Mariposa Ave, Boulder, CO 80302
Phone 720-304-3710 © Fax 720-223-2222
www.FranchiseSpeakers.com