TJ Schier has walked many miles in operators’ and owners’ shoes and has cracked the code on what it takes to ignite a team of top performers focused on delivering amazing guest service.

TJ spends the majority of his time consulting and speaking in the competitive socializing, family entertainment center and franchise space. He is the founder and CEO of a new golf-entertainment technology, SmashSwing Immersive – hitting the market in 2025. Prior to launching SmashSwing, he was the Chief Operating Officer of BigShots Golf owned by ClubCorp/Invited. BigShots Golf was the second largest player in the golf-entertainment venue space and grew quickly (opened 6 in under 20 months)under his watch before being sold to the largest competitor in the space.

He has spent over two decades as a leading speaker and consultant in the guest service, employee development and franchise spaces. He has delivered hundreds of keynotes and workshops to operators, franchise owners, GMs and industry associations. TJ also built dozens of guest service and employee/manager training programs for quick-service, contract feeder, casual and fine dining brands including Dave & Buster’s, Urban Air, Jersey Mike’s, Fogo de Chao, The Palm, Buffalo Wild Wings, McAlister’s Deli, Sodexo and many independent operators such as the foodservice divisions of Harvard, Dartmouth and Columbia University.

For much of his consulting and speaking career, he was also the largest multi-unit franchise owner Which Wich Superior Sandwiches for over a dozen years. His group won numerous industry awards and recognition for their unique approach to hiring and training.

Prior to starting his speaking and consulting business, he spent 18 years at Chuck E Cheese’s, leaving as VP of Field Support opening over 75 locations and providing recruiting, training, call center and POS support for over 300 restaurants.

He has written numerous books used by thousands of business leaders and over 100 articles on guest service and motivating today’s generation. He is a 30+ year member of CHART (Council of Hotel and Restaurant Trainers) and a past board member and President of the organization. He has a BBA and MBA from the University of Texas.