TJ Schier (SHEER) 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.

He was recently COO of the 2nd largest golf entertainment brand after spending 2 decades consulting and speaking. During much of those 2 decades, he was a large multi-unit franchisee testing out the theories and ideas he speaks on.

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. Please welcome TJ SHEER…