

## **ROD BRISTOL INTRODUCTION**

Rod Bristol is a Certified Franchise Executive and a Director with Profit Soup, a contemporary financial training company. He specializes in teaching franchise executives, franchisees, consultants, and emerging entrepreneurs how to master the numbers side of a business and make better financial decisions.

Rod's unique approach focuses on the business owner, not on academic accounting concepts. His audience learns to make smart decisions that maximize profits and cash flow and helps new franchisees hit the ground running, winning the race to profit before their cash runs out.

Rod began his career as an investment banker doing mergers and acquisitions in Seattle and then purchased Sudden Printing in 1984. He grew the company to 19 branches and had the good fortune to sell his company in 2007.

Rod has a well-earned reputation for making complex financial topics clear and fun to learn and we are going to have a great day!

Please join me in welcoming Rod Bristol.