

MITCHELL CLARK

"...phenomenal gift of leadership always shines through and he knows the business brick by brick."

"Creative, inventive and pioneering in regards to overall operations...never satisfied with the status quo."

"...infectious enthusiasm for the business...catalyst for our positive growth...laid a foundation for operational excellence."

----- FRANCHISE BUSINESS CONSULTANT CANDIDATE -----

Empower franchisees to bolster sales and profitability through operational and marketing initiatives—increased revenues, drove profitability, strengthened marketing efforts, and achieved operational excellence through leadership of high-volume, multi-state regions of 75+ units with \$83M+ in sales and an ADA of \$2.5B.

Passionately protect operating, financial, and brand equity interests—serve as a brand advocate and ambassador, designing and delivering coaching and training to franchisees to ensure complete operating compliance, adherence to company standards, and achievement of key performance objectives.

Cultivate meaningful professional relationships—create open dialogues with colleagues and operators to facilitate two-way communication, identification of needs, and adoption of corporate programs. Collaborate with, and demonstrate respect for, franchisees, working diligently to promote the health of each business.

Additional Core Skills Include:

- Operations, Sales, & Marketing Management
- P&L Analysis & Trend Identification
- Continuous Quality Improvement
- Business Planning & Review
- Performance Measurement
- In-Store Assessments & Procedural Audits
- Training, Coaching, & Development
- Franchise Startup & Leadership
- Trademark & Brand Protection
- Employee Relations

EXPERIENCE & CONTRIBUTIONS

Perth Industries, Ltd. – Junior Drive-In, California, Ohio, & Michigan

2006-present

Market Leader (2009-present)

New Franchise Services Consultant (2007-2009)

Promoted to hold accountability for all sales and marketing initiatives impacting 76 stores in a 5-state Central region—the largest region in the country—producing total annual sales exceeding \$83M with an Area Development Agreement (ADA) of \$2.5B. Work in concert with franchisees to identify business opportunities, drive sales, and achieve operational excellence. Establish annual business plans, empower franchisees to achieve goals, and analyze trends to provide the competitive and market intelligence to refine approaches and results. Monitor quality scorecard results to ensure a high level of customer satisfaction and repeat business, intervening with corrective actions when necessary. Appointed as a team lead, working with the Leadership Council on a Benchmarking Program to impact enterprise-wide results.

- **Drive achievement of operational and business excellence** by proactively facilitating training for single- and multi-unit franchisees, ensuring standard operating procedure compliance, optimizing two-way communications, and providing positive, constructive, and actionable performance feedback.
 - **Launched 76 new drive-ins in FY09 with one store reaching \$2M benchmark in 182 days.**
 - **Directed record-breaking launches—one-day sales of \$25K and one-week sales of \$167K.**
 - **Increased mystery shop scores 6% to 87% by placing an emphasis on WOWING guests.**
 - **Created an elite sales club to share the ideas and best practices of top performers.**
- **Conceptualize, develop, and deliver marketing plans and strategies** for new and established stores—orchestrated the launch of up to 4 locations in 30 days—ensuring optimal return on investment by aligning corporate directives with market-specific promotions, campaigns, and branding efforts.
- **Met emerging business needs as territories were realigned** due to a high number of stores in the Pacific Northwest region (WA, ID, CA, & OR), receiving Central region assignment (OH, TN, MI, IN, & KY), a slightly smaller number of units, and heightened operations and marketing accountabilities.
- **Ensure franchisees meet and uphold compliance with brand guidelines**, auditing operations to verify consistent execution and delivery of approved products, procedural and regulatory compliance, trademark protection, facilities maintenance, and an overall presentation commensurate with the brand.

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