



Barbara Moran-Goodrich
CEO
Moran Family of Brands

In 1990, Barbara Moran-Goodrich co-founded Moran Industries, Inc. with her father, Dennis, and had held the title of President from 1999 to 2014 and now CEO. As a franchisor in the automotive aftermarket industry, Barbara and her father grew Moran Industries into a prominent automotive repair and vehicle accessory franchisor, which includes Mr. Transmission, the 2nd largest transmission franchise in the U.S, Multistate Transmission, Dr. Nicks Transmission, Milex Complete Auto Care, Alta Mere Automotive Outfitters and Smartview Window Solutions. Barb has over 25 years' experience within the franchising and automotive industry which includes owning and operating a transmission repair franchise. In 2010, she purchased the company from her father and re-branded the company name to Moran Family of Brands to better represent the many franchise brands that are part of the system. She is the majority shareholder of the company and continues to be one of the only female owners and CEO's at the helm of a leading automotive aftermarket franchisor. With 160 franchise Brands in 22 states and now expanding internationally, Moran Family of Brands was one of the first franchisors' in the automotive aftermarket industry to offer cobranded and tri-branded opportunities within their brand portfolio.

Moran-Goodrich served as a member of the Board of Directors of the IFA – International Franchise Association, from 2006 through February 2012. She has also been an active member of several committees, focusing on franchise relations and women's mentorship. Currently Barbara serves as Chair to the Franchise Relations Committee and Franchising for the IFA. In addition, Barb has served as a member of the Women's Franchise Committee (WFC) and was a co-founder of the Chicago WFN in 2002. In 2014 Barbara was honored as the recipient of the Bonny LeVine Award by the IFA for her support and mentorship of others in franchising. She is a member of several professional organizations, including Auto Care Association (ACA), Automotive Service Association (ASA), International Window Film Association (IWFA), Entrepreneur's Organization (EO), and National Association for Female Executives.

Barbara has authored articles on the subject of Developing Positive Relationships with your Franchisees, The Role of Mentoring to Improve the Franchisor-Franchisee Relationship, Succession Planning and Transfer, Developing Goals, Networking and Marketing go Hand in Hand and Franchisee Award Programs that Motivate which have been featured in *Franchise World*, *Transmission Digest* and *Franchise Update*. She has been featured in Wall Street Journal, Crain's Business, Franchise Times, WomenEntrepreneur.com, Window Film Magazine, Franchise Update and Gears Magazine and has been a contributor on Fox Business Network, America's Nightly Scoreboard and MSNBC, Closing Bell. She has served as an expert panelist on the subject of franchisee relationships, mentorship programs and operations. Barbara has served as finalist judge to the 2006, 2007 and 2010 Global Student Entrepreneur Awards within the Collegiate Entrepreneur Organization.