



**Mary Ann O'Connell, CFE**  
**Founder**  
**FranWise®**

Mary Ann O'Connell, CFE is the founder of FranWise® a franchise-consulting firm that helps franchise systems grow through processes, compliance, manuals and training. Her franchise career stretches more than 30 years as a multi-unit franchisee, franchise executive and a consultant. O'Connell has worked with major brands, new concepts and the top professionals in the franchising sector. She produces Franchise Capital Exchange, matching brands with private equity. She serves on several IFA committees, is the recipient of the Crystal Compass Award and frequently contributes to IFA with articles and presentations.