



Ronald Feldman, CFE

Ronald is a Principal and Chief Brand Strategist of the Siegel Financial Group (SFG), along with its affiliate, Franchise America Finance (FAF) which he co-founded at the height of the Great Recession. SFG and FAF are leading resources connecting and supplying debt financing to Franchise based businesses. Feldman also serves as the Chief Development Officer of FRANdata, the leading research and information source for the franchise industry. Prior to his time at Siegel Financial and Franchise America Finance, Feldman was Executive Vice President and Chief Operating Officer of Response USA, a publicly traded Alarm Systems Company. Before entering into the private sector, Feldman and his wife were one of the early Goddard School franchisees and successfully owned, operated and sold their Goddard School in 2007. He is often called upon to be a keynote speaker at franchise-related events, and has appeared on television programs championing the cause of small businesses. Feldman has been published numerous times in trade magazines, and is the instructor-of-choice and subject matter expert on financing and capital access to the International Franchise Association (IFA). In 2013, Feldman was awarded the Sid Feltenstein MVP Award for service to the IFA's Political Action Committee (FRANPAC).