



2027 IFA Board of Directors New Board Member Biographies

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Nadeem Bajwa – Co-Founder & CEO, Bajco Group



Nadeem Bajwa is a visionary leader and entrepreneur in the Quick Service Restaurant (QSR) industry. Starting as a Papa Johns delivery driver, he's become one of the largest franchisees with 275+ locations. Over 24 years, he's demonstrated operational acumen, strategic vision, and a drive for excellence. Nadeem adopts new tech to enhance guest experiences and drive efficiencies, contributing to industry advancements. He's founded ventures like BE Solutions (complete virtual back-office solutions), TSourcing (AI & Human-based Call Centers), Bajco Construction Works (Commercial Construction

Management/General Contracting), BAJCO Technologies (custom software developer, managed services provider, creative agency), Meal dynamics (restaurant back office automation SAAS solution) offering innovative solutions for Restaurant owners and Bajco Digital Services (digital marketing solutions for restaurants) offering full suite of digital marketing services for restaurant owners including creative and performance marketing services.

He's dedicated to mentoring others in QSR, sharing expertise to help franchisees overcome challenges and achieve growth. His ability to scale operations while maintaining quality has made him a trusted advisor and industry expert'.

Kerry Bundy – Chief Legal Officer and Corporate Secretary, Great Clips



In her role as Chief Legal Officer and Corporate Secretary, Kerry Bundy leads the legal, compliance, privacy, and franchise administration teams, and is primarily responsible for franchise industry government affairs. She works closely with the executive team to strengthen the franchise system, advance the Great Clips brand and values, and help the company anticipate and manage risk.

Kerry joined Great Clips in 2023, bringing a deep background in franchise law and broad leadership experience. Prior to joining Great Clips, she was the Vice President, General Counsel and Corporate Secretary for United States Distilled

Products, Co. and a partner and management board member at Faegre Drinker Biddle & Reath. While at Faegre Drinker, Kerry spent more than twenty years advising and representing franchisors and manufacturers, domestically and internationally.

Kerry has been an active member of the International Franchise Association over the course of her career, serving on several committees. She has also held numerous leadership positions within the American Bar Association's Forum on Franchising. She is a frequent speaker and author on franchise topics.

Kerry has extensive governance experience. She currently serves on the board of directors for Wilderness Inquiry. Previously, in addition to her board service at Faegre Drinker, she served on the board of directors for Minneapolis Crisis Nursery and The Advocates for Human Rights. Kerry obtained her law degree from Northwestern Pritzker School of Law and her bachelor's degree in political science from Colorado State University.

Brad Fishman – CEO, Fishman Public Relations, Inc.



Brad Fishman is CEO of [*Fishman Public Relations*](#), the premier national agency specializing in PR, content marketing and digital marketing services for franchise brands. He founded [*Franchise Elevator*](#), a fast-growing specialty PR agency serving emerging franchise brands. On a global level, Brad is a co-founder of [*Rev PR*](#), a leading franchise PR firm in the United Kingdom. Brad has spent over 30 years helping hundreds of franchisors raise awareness of their brand among consumers and expand their franchise systems through integrated PR and content marketing services.

Brad also sits on the board of directors and advisors of franchise suppliers Franchise Supplier Network, FranFund and Dine Growth Group. He is a board member of franchise organizations including Sammy Sliders, Rolling Suds and TOOTL. Plus, he co-founded the franchise event company called Franchise UnConference, which hosts Franchise UnConference, Franchise Springboard and Franchise YoungConference and operates Franchisors.com.

Brad is the past chairman of the International Franchise Association's Supplier Forum, a past member of the IFA's board and executive board and serves on the IFA's Membership Committee. He is a frequent speaker all over the world about franchising, lead generation as well as PR and marketing.

Brad is married to his wife and business partner for 36 years and has two sons both who are actively involved in the franchising and work in the family businesses.

Patrick Galleher – Chairman & Managing Partner, Boxwood Partners



Patrick Galleher is Chairman & Managing Partner of Boxwood Partners, an investment bank headquartered in Jupiter, Florida with offices in Richmond, Charleston and Dorado, Puerto Rico, where he leads the firm's sell-side M&A advisory practice. He has led sell-side transactions on more than 105 engagements over his career, focused on the lower middle market between \$50 million and \$1 billion in enterprise value.

Since 2007, Boxwood Partners has completed more than 50 franchisor sell-side transactions, helping founder-owned and private equity-backed franchise systems find strategic and private equity partners for their next stage of growth. Recent franchise transactions include Tint World's majority sale to Susquehanna Growth Equity in October 2025, iFranchise to L2 Capital Franchise FastLane to Souhfield Capital and multiple Neighborly and Authority Brands multi-unit franchisee transactions. Boxwood was named to the 2026 Axial Advisor 100.

Franchise Operating Experience

Patrick made a minority investment in sweetFrog Franchising, LLC in 2012 and served as its Chairman & Chief Executive Officer from 2015 through September 2018. During his ownership, sweetFrog grew from 15 locations to 384 locations across 41 states, and sweetFrog Enterprises was recognized on the Inc. 500 and as one of the fastest-growing companies in America. Following the sale of the brand to Kahala Brands, Patrick remains a franchisee, owning and operating 10 sweetFrog locations today. He therefore brings the franchisor, franchisee and capital-provider perspectives to every conversation in the industry. He currently sits on the board of directors of Homefront Brands and Full Spectrum Consulting the parent company of iFranchise Group and FranDevCo.

Earlier Career

Prior to Boxwood Partners, Patrick was Chief Executive Officer of WILink plc (WLK:LSE), a global financial communications and compliance business headquartered in London with operations in the United States, Canada, the United Kingdom, Continental Europe and Sweden. Through the company's IPO in 2000 he became the youngest CEO on the London Stock Exchange, and in 2006 he led its public-to-private transaction with SVIP and delisting from the exchange. He also served as CEO of Shockoe Commerce Group and was on the board of directors of ACCESS Wire - ACCS (NYSE) from 2014 to 2024.

Industry Involvement

- IFA member since 2012; member of the IFA Franchisor Forum during his ownership of sweetFrog and attendee of the 2025 IFA Summer Board meetings in Newport, RI, Beaver Creek, CO and Palm Beach, FL.
- Attendee of the IFA Annual Convention every year from 2016 to 2026.

- Speaker, 2024 IFA Annual Convention Finance Track — “Strategies for Scaling or Growing Your Business”; speaker at Springboard in 2021 - 2026 and at the 2022 UnConference
- Maximum FranPAC donor for several years; and IFA’s American Franchise Act dinner
- Member of the Forbes Finance Council; frequent guest on franchise podcasts including Eye on Franchising, Fransmart and Franchise Secrets, and a regular commentator in Franchise Times and Franchising.com on franchise M&A and valuation

Ron Gardner – Partner, Dady & Gardner, P.A.



Ronald K. Gardner is a partner at Dady & Gardner, P.A., who limits his practice to the representation of franchisees, franchisee associations, dealers and distributors in their relations with their franchisors, manufacturers, and suppliers. Ron, along with the rest of his colleagues at Dady & Gardner, P.A., prides himself on the fact that the firm has an international reputation for effectively and efficiently helping their franchisee, association, dealer, and distributor clients to improve their relationships through negotiations and trust building, and when necessary, resolve their disputes through litigation, negotiation, mediation, and arbitration.

Specifically, Ron has helped clients in dozens of industries, including fast food, automobile, trucking, construction equipment, and agricultural implements. Ron has represented businesses of all sizes, including multi-unit franchisees and single-owner operations. Ron also extensively represents franchisee associations, representing some 25 associations, including several of the top ten largest franchise associations in the world. He has handled disputes ranging from unlawful terminations to encroachment to cases regarding a franchisor's failure to comply with registration and disclosure requirements of the FTC and state governments and has negotiated franchise agreements for entire systems. He has represented or counseled clients in all 50 states and several foreign counties, and provides expert testimony related to franchise issues when appropriate.

Ron has been named one of Minnesota's top 100 "Super Lawyers" eight different times (most recently in 2025), and a "Legal Eagle" by the Franchise Times (having been inducted into the "Legal Eagle Hall of Fame" for appearance every year the list has existed). He has been named one of the "Best Lawyers in America" in Franchise Law every year since 2006. For 2014-2015, 2018-2019, and again in 2023-2024, "Best Lawyers in America" named Ron the "Lawyer of the Year" in Franchise Law in Minneapolis. Chambers USA has said he is "a pretty rare guy - his advice can truly be relied upon," as well as calling him "the premier franchisee lawyer in America." Who's Who has recognized Ron as one of North America's ten most highly regarded franchise lawyers; he is the ONLY franchisee lawyer to be on that list in the last decade (2015-

2025), and finally, of the 363 US lawyers listed in all categories as Global Thought Leaders by Who's Who Legal, Ron is the only one representing franchisees.

Ron is a member of the American, Minnesota, Hennepin County, and Pine County Bar Associations. He is a Past Chair of the ABA Forum on Franchising, the country's leading group of franchise attorneys (and the first "franchisee lawyer" ever elected to this position). In addition to the chairmanship of the Forum on Franchising, Ron also served as Division Director of the Forum's Litigation and Alternative Dispute Resolution Division and Co-Chair of the 2005 Orlando Forum. Ron served over a decade as an advisor for the North American Securities Administrators' Association Special Franchise Project Group-a highly select group of franchise practitioners who advise state policymakers on franchise regulation issues. Ron is a frequent speaker at various gatherings on franchise and distribution-related topics, such as the Annual Forum on Franchising, the National Convention of the American Association of Franchisees and Dealers (having received the AAFD's Total Quality Franchising Chairman's Award for Distinguished Service to the Franchising Community in 2017 and their Lifetime Achievement Award in 2022), the International Franchise Association, the International Bar Association, and the International Distribution Institute. He regularly speaks to various franchise and industry groups about their rights. Ron is a former author of a widely cited franchise treatise and the author of numerous books, chapters, and papers on the rights of franchisees, and is a regular columnist on issues related to franchising for the New York Law Journal.

Ron graduated magna cum laude in 1991 from Mankato State University and is a 1994 cum laude with honors graduate of the Hamline University School of Law, and has been honored by his law school as a Hamline University School of Law Distinguished Alumnus, making him one of only 35 graduates from Hamline ever to be so honored. He and his wife Becky are the proud parents of Devyn and Zach, as well as the proud grandparents of Ryan, Owen and Asher.

Kim Gubera – President & CEO, PIRTEK USA, LLC



As President and Chief Executive Officer of PIRTEK, Kim oversees the company's operations and strategic growth. Drawing on more than 20 years of franchising experience, she is focused on developing the franchise network, delivering best-in-class franchise support, and driving profitable growth by aligning home office employees and franchise owners around shared goals. Under her leadership, PIRTEK has strengthened and expanded its U.S. presence, growing the franchise network by 178% in seven years and surpassing the milestone of

200 locations nationwide in 2026.

Prior to joining PIRTEK, Kim began her career in accounting, earned an MBA, became a Certified Public Accountant (CPA), and worked her way up to Director of Finance at U.S. Lawns, another U.S. franchise brand. Kim joined PIRTEK in 2016 as the organization's

Corporate Controller. She was promoted to CFO and Vice President in 2018 and assumed her current role in January of 2019. Kim also holds the Certified Franchise Executive (CFE) designation from the International Franchise Association, serves on the IFA Franchisor Forum Advisory Board, and is an IFA Franchise Mentor.

Richie Huffman – CEO, Celebree School



Richard Huffman began his journey to one of the top entrepreneurs in Maryland back in 1994 when he opened his first preschool in Ellicott City, Maryland. Richie exploded his brand from one school and one brand in Maryland to an entire footprint in early childhood education that spans across 18 states and includes four companies that are all included in his overarching company, the Huffman Family Brands

Being Maryland's largest early childhood education provider was not enough to fulfill Richie's business and thought leadership passions, so he decided to begin franchising the Celebree School model in 2019 which allowed families,

existing entrepreneurs looking to expand their portfolio, and unfilled individuals looking to leave the corporate world to begin their entrepreneurial endeavors. In that short time, we have awarded an astounding 92 franchise agreements with an additional 72 development agreements in the pipeline. This has led to over 74 schools now operating across the United States and 164 in development, Richie and his brands are set to join the ranks of Primrose, Goddard, and other competitors who have been franchising for over 30 years.

Along with all this unprecedented growth in his business endeavors, Richie also joined the board for the Ronald McDonald House of Maryland and introduced his Huffman Family Foundation in 2023 to fuel and house his philanthropic passions! The Huffman Family Foundation has already donated over 1.3 million in just three short years! The foundation is dedicated to finding organizations that support and provide a better future for children whether that be through physical health, mental health, or providing education! Not only that, but the final piece of the Huffman Family Brands puzzle lies with HWG Property Investments. This company allows for Richie to expand his investment portfolio into private real estate funds while also creating more real estate opportunities for Celebree franchise partners!

All of his hard work has started to result in some recent awards and recognition. Richie was recently named as a National Finalist in the EY Entrepreneur of Year awards, he was named a Power 10 CEO by the Baltimore Business Journal, and Celebree School was named to the Franchise Top 500 for a 4th year in a row, hitting their highest ranking of 308! Through all of his accolades, hard work, and esteemed accomplishments, being a father to 5 children and married to his beautiful wife, Dawn, for over 25 years!

Richie and The Huffman Family Brands are slated for unprecedented growth in 2026 and beyond while the Huffman Family Foundation will become a thought leader not only in the Maryland philanthropy scene, but across the United States.

Ben Johnson – Chief Administrative Officer and General Counsel, KBP Brands



Ben Johnson is Chief Administrative Officer and General Counsel of KBP Brands. KBP is one of the largest franchise groups in the United States, owning and operating more than 1,100 KFC, Taco Bell, Arby's and SONIC restaurants across 32 states. Since joining KBP in 2017, Ben has led legal, risk management, franchisor relations, real estate, licensing, new store development and facilities. In that role he works with the executive team to manage KBP's relationships with four major franchisor brands, support its acquisitions and new-unit growth, and protect the business as it scales. KBP has grown steadily for 25 years.

Ben has deep expertise in franchising, distribution, mergers and acquisitions, intellectual property and advertising. Before KBP, he spent more than ten years as a partner at Bingham Greenebaum Doll LLP and became Managing Partner of the firm's Louisville, Kentucky office in 2017. He has also served as general counsel to a national franchise advisory council. That work gave him a close view of how franchisees and franchisors work together at the system level, and he now brings that perspective to KBP as a franchisee.

Ben earned his Juris Doctor from the University of Louisville and his bachelor's degree from the University of Kentucky.

Lauren Johnson – President, Quadcoast LLC



Lauren Johnson is a multi-unit, multi-brand franchisee, entrepreneur, and investor. As President of Quadcoast LLC, she owns and operates four The UPS Store locations across Northeast Ohio. She is also a partner in Sweet Treat Ventures, an ownership group with four Smoothie King locations in Florida.

Johnson is an active leader and advocate within the franchise community, with a particular interest in ensuring that emerging, independent, and female franchisees have a meaningful voice in shaping the future of franchising. She serves as President of The UPS Store Northeast Ohio Marketing Collaborative, on the Advisory Board of the Multi-Unit Franchising Conference (MUFC), and on the International Franchise Association's Franchise Relations

Committee. She has participated in IFA advocacy efforts in Washington, D.C. and has spoken at the Multi-Unit Franchising Conference as both a panelist and moderator.

Johnson has been featured on the cover of Multi-Unit Franchisee magazine for her leadership in franchising. Her path to entrepreneurship is an unconventional one: she holds a Master of Architecture from Kent State University and a Master of Education in Early Childhood Education from Arizona State University. Her interdisciplinary background continues to inform her approach to business, combining design thinking, communication, problem-solving, and a focus on developing people.

Johnson lives in Northeast Ohio and is the mother of four children, a role she considers both her most important and her best training in leadership.

Heather McLeod – Chief Marketing Officer, BNI



Heather McLeod is Chief Marketing Officer of BNI, the world's largest business networking organization, where she leads global marketing, brand strategy, communications, digital experience, public relations, and franchise development marketing across more than 75 countries.

A franchising executive with nearly two decades of experience, Heather has built growth strategies for some of the industry's leading organizations, including BNI, Authority Brands, and Neighborly. She also owns a franchise business, providing her with firsthand experience from both the franchisor and franchisee perspectives.

Heather has been an active leader within the International Franchise Association for more than ten years. She currently serves as Vice Chair of the Marketing & Innovation Committee, helping shape marketing programming and thought leadership for franchise executives, and serves on the Advisory Board for the Franchise Growth & Marketing Conference. She is a frequent speaker at IFA conferences and events, sharing insights on marketing, technology, innovation, and global franchise growth. Beyond IFA, Heather serves on the Board of Directors for the University of Louisville's Yum! Center for Global Franchise Excellence and is a featured contributor to Entrepreneur Leadership Network, writing on leadership and business growth.

Heather earned both her Bachelor of Business Administration in Marketing and her MBA from Baylor University and is a Certified Franchise Executive (CFE). She is passionate about protecting and advancing the franchise business model through advocacy, education, innovation, and the development of future franchise leaders.

David Mesa – President, Ballard Brands



David Mesa, Jr., CFE currently serves as President of Ballard Brands, LLC, a leading multi-concept restaurant organization with more than 230 corporate-owned and franchised locations. Having been with the company for over a decade, he has played a key role in driving strategic growth, franchise development, and operational excellence across the organization's diverse portfolio of brands which include PJ's Coffee of New Orleans and WOW American Eats, Boardhouse Grill and Garces Trading Company (joint venture with Iron Chef Jose Garces).

Before joining Ballard Brands, David built an extensive franchise leadership career with Planet Beach Franchising Corporation, where he served in a series of executive positions beginning in 2003. Most notably, he was President of Franchise Operations and helped lead the company's expansion from 60 to more than 350 locations nationwide.

Earlier in his career, David spent eight years as Director of Business Operations for Allegis Group, the largest privately held staffing company in the United States. He also proudly served eight years in the United States Marine Corps as an Air Traffic Controller, developing the discipline, leadership, and operational expertise that continue to influence his professional success.

In 2005, David earned the designation of Certified Franchise Executive (CFE) from the International Franchise Association (IFA), recognizing his commitment to excellence and ongoing leadership within the franchise industry and has maintained this designation to date.

In 2018, David was appointed by U.S. Secretary of Commerce Wilbur Ross to the Louisiana District Export Council, where he contributed his business leadership and industry expertise to support national export growth initiatives and strengthen international trade opportunities.

An active leader within the franchise community, David has served on the International Franchise Association's Franchisor Forum Committee and Membership Committee, helping advance the interests and growth of franchising nationwide.

David resides in Gretna, Louisiana, with his wife, Brandi, and their two children. Outside of work, he enjoys music and golf but must profess he is not very good at either.

Heather Nykolaychuk – President, Budget Blinds



Heather Nykolaychuk is an enterprise P&L and transformation leader in franchising and consumer services, known for driving profitable growth, modernizing business models, and leading large-scale change. She currently serves as President of Budget Blinds at Home Franchise Concepts, where she leads a \$1B+ franchise system across the U.S. and Canada and has driven improved profitability, CRM modernization, and product expansion. Previously, she led The Tailored Closet & PremierGarage through strong system growth and brand transformation and served as Chief Marketing Officer for HFC Shared Services across seven brands. Earlier, she held senior leadership roles at Tillys, Irvine Company and spent more than a decade at Mattel in progressively senior brand, digital, and strategy roles, including leadership of global

P&Ls and Mattel’s first global digital roadmap. Heather is also active in philanthropy as a Partner in Impact Giving and Board Member of With My Own Two Hands.

Carrie Walsh – CEO, Hand and Stone



Charlotte (“Carrie”) Walsh is a Chief Executive Officer, global franchise executive, and consumer growth leader with more than 20 years of experience driving transformation and value creation across some of the world’s leading franchise and consumer brands, including Hand & Stone, Subway, Pizza Hut, Michaels, and PepsiCo.

Effective July 1, 2026, Carrie was appointed Chief Executive Officer of Hand & Stone Massage and Facial Spa, one of North America’s largest and fastest-growing wellness franchise systems, with more than 650 locations across the United States and Canada. She is leading the next chapter of growth for the brand, partnering with franchise owners to accelerate unit growth, enhance franchisee profitability, strengthen the customer experience, and expand the brand’s leadership position within the wellness industry.

Prior to Hand & Stone, Carrie served as Interim Chief Executive Officer of Subway Restaurants, a global franchise organization with nearly 37,000 restaurants worldwide. Previously, Carrie served as President of Subway’s Europe, Middle East, and Africa (EMEA) business, leading a franchise system spanning more than 6,000 restaurants. Earlier in her Subway career, Carrie served as Global Chief Marketing Officer and Chief Marketing Officer for North America.

Before joining Subway, Carrie held senior executive leadership positions at Michaels, Pizza Hut, and PepsiCo, where she developed expertise across consumer strategy, innovation, digital transformation, omnichannel growth, organizational leadership, and operational excellence.

Carrie earned an MBA from The Wharton School of the University of Pennsylvania. She also holds a Bachelor of Arts in Economics and International Relations from Brown University.

Steve Wazny – Principal, Wazny Management Group



Steve Wazny's career includes more than three decades of executive management and leadership in the restaurant industry. He has leveraged his broad knowledge and experience to effectively create, develop and lead successful restaurant operations throughout Washington, Oregon, California, and Utah.

During his 35-year career, Wazny has opened and developed 28 restaurants and completed multiple company acquisitions. Wazny finds that powerful mentoring, skilled training practices and high expectations bring out the best in his employees, helping them enhance their individual strengths to produce results and maximize team performance. Wazny has been able to attract and recruit high performance managers. His restaurants' outstanding customer service and operational distinctions reflect his unique ability to guide individuals to take pride and ownership in their work and achieve their full potential. In fact, many employees who have worked under Wazny's leadership have gone on to attain high-level management positions.

Wazny maintains a vast knowledge of all aspects of the restaurant industry and knows how to create successful business models in diverse and competitive markets. His enthusiastic and pioneering business practices have resulted in significant financial gains, outstanding customer service and quality performance for the businesses in which he leads.

Wazny's career started as an hourly employee at Bob's Big Boy restaurant at the early age of 16 and worked his way up through the ranks to District Manager before becoming a franchisee. Currently, Wazny owns and operates 47 Jack in the Box restaurants in the Seattle, Washington region. Wazny also owns and supports 7 Jimmy John's restaurants in Olympia, Washington as well as 64 Arby's restaurants in California, Oregon, Washington, and Utah. Wazny became the first franchisee for Hion Supercharging in 2026. Wazny also provides support of these additional concepts includes AP, Payroll, budgeting, banking as well as administrative support.

Wazny has developed and opened 5 Jack in the Box, 7 Jimmy John restaurants, 4 Buffalo Wild Wings Go, and 17 Arby's restaurants. Wazny has 2 Arby's and one Jack in the Box currently under construction. Wazny has developed restaurants in Washington, Oregon, Utah and California. Every restaurant that Wazny has developed has performed above system average for each concept.

Wazny has remodeled 15 Arby's restaurants and is currently remodeling 2 additional Arby's restaurants. Wazny also has one Jack in the Box restaurant under construction.

Wazny sat on several executive committees including the IS and Real Estate steering committee, HR committee, Compensation committee, and Food cost Committee at Buffet's Inc. Wazny currently sits on the SCMC and LAC committees at Jack in the Box as well as the NFA Board of Directors, HiON's Board of Directors, and the WHA board of Directors.

In 2016 Wazny created a real estate investment company that holds both residential and commercial properties ranging from single family homes, multifamily homes, car wash, and restaurant property. This company also operates the car wash which is located outside of Sedona in Cottonwood Arizona.

Wazny has received many performance awards including the Buffet's Coach Award, The Jack's Way award at Jack in the Box and the Instant impact award at Arby's. Wazny has earned the Foodservice Management Professional (FMP) certification through the National Restaurant Association. He has served on the Bell, California Chamber of Commerce Board of Directors and served a three year term on the Board of Directors for Communities in Schools in Lakewood, Washington.

Wazny has two children Andreigha 30 and Aeriana 28. Wazny is an avid diver and holds multiple certifications including Advanced Diver, Deep Diver, Solo Diver, Rescue Diver, Dive Master, and Nitrox Diver.

Craig Wright – Chief Executive Officer, Aqua-Tots Swim School



Craig Wright brings 34 years of executive leadership experience to his role as CEO of Aqua-Tots Swim Schools, a 190-location franchise system operating domestically and internationally, including in Canada, the Middle East, Thailand, and Vietnam. Since assuming leadership in 2017, Craig has strengthened the brand's operational systems, expanded its global footprint, and built a franchise support network that equips owners to build sustainable businesses while fulfilling the company's mission to save lives by teaching children to become safe, confident swimmers for life.

Prior to joining Aqua-Tots, Craig spent 25 years in non-franchise corporate executive leadership across multiple retail sectors. He held Senior Vice President roles at Leslie's Pool Supplies, the leading U.S. retailer of swimming pool supplies and equipment, serving as Chief Information Officer, SVP of Merchandising and Distribution, and SVP of Marketing and Supply Chain. He also served as SVP of National Sales and Logistics for Millard Refrigerated Services, a third-party logistics company. Craig held progressive leadership roles at Buttrey Food and Drug, a regional supermarket, spanning 18 years, beginning as a box boy and advancing to Vice President of Distribution, Merchandising, and Support. This background provided a strong foundation in multi-unit operations, technology, marketing, training, supply chain logistics, and organizational development.

Craig earned a bachelor's degree from Montana State University, Billings. He is a Certified Franchise Executive (CFE), a designation awarded by the International Franchise Association, and a Six Sigma Black Belt, reflecting his commitment to operational excellence and continuous process improvement. He has also become an expert in the EOS (Entrepreneurial Operating System) business operating model.

Stuart Youngs – Group Vice President, Legal, Franchise Services, Wyndham Hotels & Resorts



Stuart Youngs serves as a Group Vice President in the Legal Department at Wyndham Hotels & Resorts, Inc. In this role, he oversees the legal support of Wyndham's franchise development, operations and contracts administration teams as well as the preparation and filing of franchise disclosure documents for Wyndham's 20+ brands in the United States and Canada. His practice focuses on franchise law, development transactions, operational matters, regulatory compliance, and complex commercial agreements.

Prior to joining Wyndham, Stuart practiced commercial litigation in New York and New Jersey and served as a law clerk to Judge Stephen C. Robinson of the U.S. District Court for the Southern District of New York. Before beginning his legal career, he had early experience as an award-winning newspaper reporter. Stuart earned his J.D. from Seton Hall University School of Law. He also holds a postgraduate qualification in newspaper journalism from Harlow College and a B.A. in Classical Studies from the University of Manchester in England.