

Multi-unit and franchise sales and operations executive with 15+ years leading operational performance, training systems, and growth initiatives across fitness, wellness, and food & beverage brands. Proven track record driving revenue growth, improving unit-level performance, launching new markets, and scaling operations across franchise and corporate locations. Experienced in P&L ownership, field operations, franchisee support, leadership development, and operational turnarounds within high-growth environments.

Career Highlights

- Increased revenue 30% within one quarter at an underperforming South Florida location through operational restructuring and leadership accountability
- Ranked in the top 5% nationally among 800+ Orangetheory Fitness locations for revenue performance
- Designed and launched a globally adopted sales and operations certification program across franchise and corporate locations
- Supported pre-opening training and operational ramp-up contributing to a 179% increase in new location openings
- Led multi-unit operations across franchise and corporate portfolios with full P&L and operational oversight

Core Competencies

Franchise Operations • Multi-Unit Leadership • Field Operations • P&L Management • KPI Accountability
Training Systems • New Store Openings • Operational Scaling

Technology

Toast • Square • FranConnect • Mindbody • ABC Financial • Domo • ADP • Paychex • Google Workspace

Work Experience

Regional Operations Director

03/2023 - Present

Foxtail Coffee Co. | Boca Raton, FL

- Directed regional P&L management including budgeting, labor optimization, inventory controls, and COGS management across franchise and corporate locations.
- Built operational infrastructure for Foxtail's South Florida market entry, leading site selection, vendor negotiations, buildout coordination, and franchisee onboarding across new and existing locations.
- Turned around an underperforming location, driving 30% revenue growth within one quarter.
- Standardized operational procedures and brand compliance frameworks to improve execution consistency and alignment across regional locations
- Led capital improvement planning and facility upgrades across regional locations to protect brand standards, control operating costs, and support long-term asset performance
- Partnered with corporate and franchise stakeholders to pilot and implement operational initiatives, serving as the primary field operations liaison for the South Florida region

Franchise Business Consultant

07/2019 - 02/2023

Self Employed | CA, FL, ID

- Advised boutique fitness and wellness franchise operators across multiple markets on sales execution, operational restructuring, labor management, and profitability improvement initiatives.
- Provided ongoing franchise support including operational assessments, performance coaching, and accountability systems to help operators improve profitability and sustainable growth.
- Designed and implemented sales training programs, improving closing rates and customer retention.

Regional Sales and Operations Director

Mayweather Boxing + Fitness | Newport Beach, CA

06/2021 - 08/2022

- Oversaw daily operations for flagship corporate locations, ensuring consistent execution of brand standards while piloting initiatives for systemwide rollout.
- Developed and implemented training programs for franchise locations, improving onboarding and operational consistency across the brand.
- Delivered in-person sales, operations, and customer service training, increasing location readiness and performance.
- Partnered with franchisees to optimize staffing models, streamline workflows, and support successful entry into new markets.

Vice President of Sales and Operations

UFC Gym | Newport Beach, CA

07/2019 - 03/2020

- Directed national sales and operational strategy across franchise and corporate locations, overseeing performance metrics, closing ratios, and revenue growth initiatives.
- Designed and deployed standardized sales and operational training programs that improved conversion rates and retention performance system-wide.
- Partnered with franchisees to implement KPI accountability frameworks, resulting in a 7% month-over-month revenue increase.
- Led the creation and recording of a national training video library for franchise network use, standardizing sales and operational best practices across all locations.
- Traveled nationally to train franchise teams and support new store openings, ensuring successful launches and operational alignment from day one.

Orangetheory Fitness

10/2014 - 06/2019

Regional Director | San Francisco, CA

- Oversaw multi-unit franchise operations across the Bay Area, driving performance consistency across a high-volume regional portfolio.
- Ranked in the top 5% for revenue performance among 800+ locations nationwide through strategic execution and team development.
- Implemented sales programs and streamlined processes, resulting in increased production and improved team accountability.
- Provided hands-on leadership and coaching to general managers, enhancing operational standards and fostering a high-performance culture.

National Corporate Sales and Operations Trainer | Fort Lauderdale, FL

- Designed and launched a globally adopted sales and operations certification program, standardizing execution across franchise and corporate locations nationwide.
- Managed operations and training across 16 corporately owned locations nationwide.
- Trained franchisees, area developers, and managers during pre-opening and ramp-up phases, contributing to a 179% increase in new location openings.

Education & Certifications

ServSafe Manager

National Restaurant Association | 07/2023 - 07/2028

Florida Firefighter & National E.M.T

Central Florida Fire Academy