



FRANCHISE BUSINESS STRATEGIST & INDUSTRY EXPERT



Marietta Snetsinger is passionate about Franchising and business systems. She draws on stories and experience from her many years as a franchising professional. With a unique background that combines both franchise operations as well as franchise recruitment, she understands firsthand the rewards and challenges of this exciting and popular business model.

Whether you are an entrepreneur, franchisor or franchise partner, you are sure to benefit and learn from her 20 years of experience in the franchise industry. An engaging and energetic speaker, Marietta's goal is to share the best practices of successful franchise models and provide practical ways for the audience to apply this information to their own businesses'.

SOLID FRANCHISE INDUSTRY EXPERIENCE

"When I first joined the franchise industry in 1995, I knew nothing about franchising or really business operations in general. Fortunately, I had the opportunity to learn from some of the best franchisors in the world. Today I speak to audiences about who are hungry to learn what I know, about the real challenges and rewards of this business relationship."

With a no-nonsense and straightforward approach, Marietta is a sought after speaker at franchisor conventions and events. Because of her experience she has the ability to share the realities of franchising and what that really means as you consider converting your business to this model.

"I always knew that I wanted to use my experience to help other as they launched their franchise concepts. When I was at M&M, Mac was involved in mentoring others and I was part of this process, with several emerging franchisors. I loved this experience and dreamed of the day when I would get to do that every day! Since 2011, I have been able to do just that....I get to work with clients as they create strategy and resources to scale their business. You don't really know how much you know til you start sharing your experience. I get to help my clients build world-class franchise systems every day."

Industry Involvement: CFA- Convention Committee, speaker at Franchise Shows, "How to Franchise Your Business" consultant presenter, FSS Committee Member, regularly interviewed, interviewed by Financial Post, Toronto Star, Canadian Franchise Business, Profit magazine, contributor to many industry publications including The Franchise Voice & Franchise Canada.

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