

Inside BrandONE with

ALEXANDRIA WARREN

POPPING THE TOP OFF FRANCHISE POSSIBILITIES

All her life, BrandONE's VP of Operations Alexandria Warren found herself coordinating big moments for others to enjoy. A self-described event planner, she naturally leaned into opportunities to host something unique and memorable for those in her orbit.

Alexandria learned quickly that when she connected individuals with shared interests, the bonds and potential were magical. *"I love to bring people together,"* she says. *"True relationships mean everything in this world. So often, they're the catalyst for great success."*

This affinity to orchestrate powerful partnerships – whether it be in life or business – drove Alexandria from an early age. It defines her role today at B1 and she understands that collective wins require a point person to keep everyone synchronized.

Ask Alexandria, and she'll tell you much of her focus in franchise development is on refining processes, coordination, attention to detail, and thinking outside the box. In fact, it's these broad skillsets that brought her to this point in her career, driving the classic over-achiever in every phase of her journey.

Alexandria started college at age 16. She pushed for a double major in marketing and law, graduating with flying colors at 19. After a brief foray in hospitality – a sales position – she dove into the franchise world with Tortal, then owned by Driven Brands. During her time there, she strengthened her ability to identify impactful solutions.

"Tortal is a franchise-focused learning management software," Alexandria explains. *"It was there that I really fell in love with franchising. My job with Tortal allowed me to dive in and problem solve. I loved figuring out how to get all of the critical parts working as one."*

Fortunately for B1, serendipity stepped in at Alexandria's first franchising conference. There, she met International Franchise Association (IFA)

Membership Chair Paul Roccio.

"I was far from home for the first time and not even sure what my job was all about," she recalls. *"Paul literally asked me if I was lost! Over the course of the conference, he introduced me to a host of key industry players. I felt an instant sense of belonging among the collective franchise family."*

Back at home in Charlotte, Alexandria received an email from Terry Powell, founder of Entrepreneur's Source broker network. *"It began: 'I'd love to have a conversation about your future,'"* she recounts with a laugh. *"It sounded like he was trying to sell me on a pyramid marketing scheme, however, that couldn't be further from the truth."*

Terry wound up flying to North Carolina to recruit her. It was a thorough vetting process, which

included three different types of personality test. *"It was intense, but I loved the philosophy and approach,"* she says. *"I wasn't being Pidgeon-holed to a sales status – it was a deeper look into where I truly belonged."*

At Entrepreneur's Source, Alexandria quickly met and worked with many types of business concepts. *"I especially loved new and emerging brands,"* she says. *"With so much more exposure to different ideas and needs, I began to learn that I loved consulting – I thrived on figuring out the missing pieces in a brand's training, operations, etc."*

As she refined her career and forged fresh relationships in the industry, Alexandria connected with BrandONE partner Michael Mudd. At that point, she was extremely familiar with the organization's reputation for success and stellar workplace

culture. She immediately envisioned her spot among the B1 team. Though there were no openings at that time, Alexandria wrote a customized resume exclusively for Michael.

"I talked about process design, communication with brands, organizational experience, everything I knew I could bring to the table," she says. *"I wanted to be a part of their mission."*

Alexandria ultimately joined BrandONE in 2018, where she has since created a job tailor-made for her dynamic skillset. On any given day, you might find her fleshing out best practices for a growing franchise concept. Possibly, she's fine-tuning details for a Discovery Day or rallying her B1 team for a meeting. Regardless of the occasion, one thing's certain – Alexandria will be front and center, making

sure all aspects move in harmony.

"There's never a day that's exactly the same, and I absolutely live for that challenge," she says. *"I'm so grateful to have found my forever home in BrandONE. I love nothing more than to be at that proverbial front door, welcoming and helping all who join us."*

