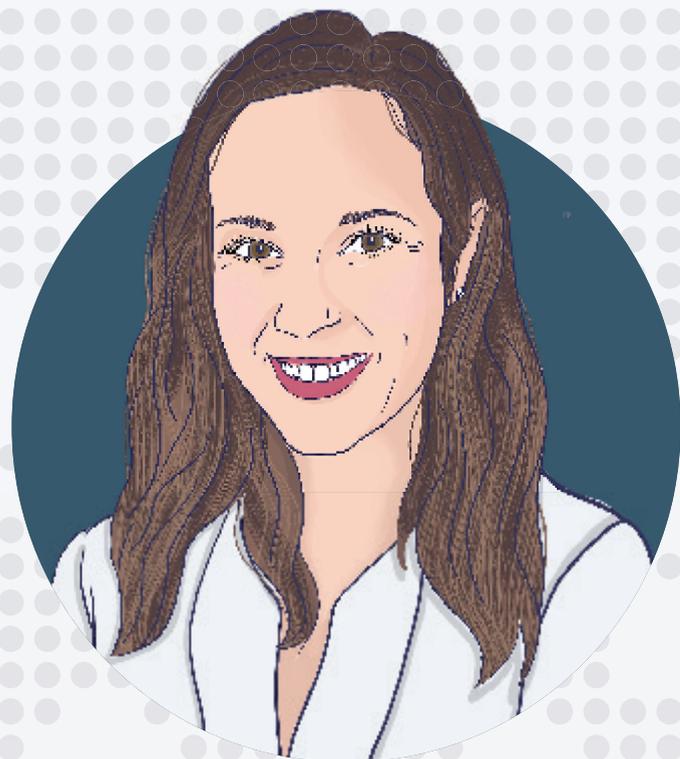


Inside BrandONE with

LYDIA O'LEARY

PASSPORT TO FRANCHISE WINS!



Lydia O'Leary naturally leans into adventure. An avid traveler, she's spent much of her career exploring fresh terrain – in life and business. As BrandONE's new Franchise Development Manager, she knows how to chart a map for the ultimate destination.

Lydia – who loves to guide franchises through all stages of growth – initially worked in the customer service industry. After graduating from St. Cloud State University with a degree in Public Relations, she felt determined to avoid a desk job in the corporate world.

Instead, she wanted a role that would keep her on the move, immersed in the community. She started out in door-to-door sales and recruitment training. During this time, she gained great insight, but aimed to expand her skills and broaden her horizons!

Lydia spoke with her long-time mentor and friend, B1's own Mike Welch (Welchy). He introduced her to the world of franchise development, inspiring Lydia to join the over one billion dollar company, Authority Brands. There, she served as the Franchise Development Manager, experiencing many accomplishments. This included helping build and maintain two leading companies in The Cleaning Authority as well as Mosquito Squad.

Lydia eventually moved on to join Best Life Brands,

where she served as Director of Recruitment for CarePatrol Franchise Systems, LLC – one of the largest senior living placement services in the U.S.

Clearly, her track record runs deep, including other key positions like Vice President of Development for Premium Service Brands, along with roles in steering franchises like 360° Painting, Handyman Pro, Maid Right, Rubbish Works, ProLift Garage Doors, Kitchen Wise, and Renew Crew. With her coordinates forever set on taking franchises to the next level, Lydia still finds time to roam

with her husband and travel partner, Michael! She's not only lived in England, but she's also trekked to Norway, Greece, Germany, France and Italy, with Ireland in her sights.

One thing's certain: B1 is thrilled that Lydia's journey led her to our growing team. We can't wait to watch her leadership and management skills propel our amazing brand partners forward!

