



*Inside BrandONE with*

# CHRIS VENNEMANN SOARING TO SUCCESS IN THE FRANCHISE WORLD!

**One word pops up in Chris Vennemann's vocabulary more than others: Change. Whether he's trying something new in his own life, or helping others take an exciting leap, he's always inspired to lead the way to a thrilling new opportunity!**

**C**hris prefers to take the winding path, both in life and his career. Before finding his niche in the franchising space, he spent time traversing a variety of roles. First, he worked as a buyer for CarMax. Then, he obtained his MBA and joined the banking industry. Eventually, he ended up in financial technology, where he got the opportunity to work for Paramount Pictures in L.A.! Still, he felt like he hadn't yet found his starring role...

That is, until he met BrandONE's own Emily Anderson. After his stint at Paramount Pictures, Chris began exploring the world of franchising. Emily was the broker who guided him through the process. She introduced him to a number of franchises that fit his personality and goals, and after

much thought, he made the leap! This was the leading role for which he'd been searching.

Chris' franchise quickly became the brand's fastest-growing ever! He enjoyed success at every turn for the next few years, but decided to sell his business when his wife was offered a position in Germany. After all, change is a good thing, especially according to Chris. In the years following, Chris worked as a franchise business coach, helping others successfully launch new franchises. Then, one day Emily Anderson approached him with an opportunity to join the B1 family.

He was intrigued by this chance to meet new people, guide them

into responsible decisions, and work with a variety of brands, all to change people's lives for the better. After meeting a few other members of the team and discovering their honest and ethical approach to placing candidates, Chris felt right at home.

He leans on these values and his own experiences to assist candidates in making smart decisions throughout their franchise journey. When asked what he hopes to accomplish at BrandONE, Chris said: "Lead by example. I've done it before; I know what it's like to be the one writing a big check." When he's not helping others navigate

the franchise space, you might find Chris hiking to a waterfall, snowboarding, surfing, exploring his home city, or even flying a huge kite on the beach - anything that gets his blood pumping. He is also active with the Juvenile Diabetes Research Foundation. Both he and his son, Chance, have Type 1 diabetes, so he finds it important to support research regarding this life changing and challenging disease.

Chris' wife has been his biggest supporter throughout his career, and he credits her for making his journey in the franchise world possible. "Franchising, for me, started as a leap of faith and believing in myself," he explains.

"It has led me through a world of change, and I have enjoyed every minute of it!"

