



Inside BrandONE with

KARISSA ONOPA

ELEVATING FRANCHISE OPERATIONS

Karissa Onopa and the BrandONE team share a common mission: To accelerate the growth of exceptional brands. This dedication, combined with her adventurous spirit and passion for entrepreneurship, has led Karissa on an expedition to empower individuals to take on their own transformative journeys through franchising.

An avid hiker, backpacker, and traveler, Karissa is continually in search of new challenges and opportunities in her personal life. The same goes for her career. After graduating college with a communications degree, she spent the early years of her professional journey exploring various roles and gaining valuable skills along the way.

Karissa began her career by supporting leaders in start-up businesses. Here, she refined her expertise in operational efficiencies and marketing. After five years working at an insurance agency where she helped grow the business and expand its presence in the local market, she transitioned to the realm of TV advertising in Philadelphia.

Her next career pivot came with a cross-country move. Driven by a passion for exploration and entrepreneurship, Karissa blazed a new trail that took her to California. She immersed herself in diverse networks of entrepreneurs, soaking up insights into launching, growing, and scaling businesses with every opportunity.

Years later, Karissa discovered a new passion – franchise operations – when she was offered a position with a franchisor in the health and wellness sector. In this role, she crafted branded content, orchestrated impactful events, developed compelling marketing collateral, and spearheaded innovative projects. As a result, she helped grow the franchise to 200 locations opened and operating worldwide!

“I’m motivated to help franchises grow because it gives me the opportunity to positively influence the careers, financial futures, and overall well-being of both parties involved,” she expressed. As Operations Coordinator at B1, she’ll continue to leverage her experiences to help others navigate franchising’s unique landscape. She explained, “The inspiring aspect of working with the team at BrandONE lies in the shared mission to accelerate growth for exceptional brands by fostering innovation, meaningful connections, and creating lasting impact within the realm of franchising.”

Whether in work or life, Karissa knows there’s great potential in every journey. Her hiking and backpacking adventures have

taken her to over a dozen countries around the world, from the mountain tops of the Northern Cascades to volcanoes in South America. With each journey, she enjoys immersing herself in other cultures, rituals, and ways of life, the results of which are unforgettable learning experiences.

At B1, she strives to encourage others to follow their own aspirations as well. “While working with BrandONE, I hope to empower individuals to embark on transformative journeys, realizing their entrepreneurial dreams, and making a lasting impact in their communities.”

When she’s not coordinating franchising operations or traveling, Karissa enjoys reading non-fiction books, practicing yoga, attending concerts, and advocating for

equality. Recently married and raising her new baby boy, she finds the ultimate adventure is spending time with her family and creating memories to last a lifetime.

