



# Inside BrandONE with

# CHRIS GOETHE

## STRIKING THE PERFECT CHORD

**Whatever the gig – from weekend guitar solos with his band to VP of Franchise Development at BrandONE – Chris comes ready to rock! A seasoned franchise professional and business owner, he believes his purpose in life is to use his abilities to help others find success. He’s struck his groove with the B1 crew and it’s a match made in harmony!**

**C**hris was introduced to BrandONE while working alongside one of the company’s brand partners. After chatting with fellow VP of Franchise Development Kim Robinson and CEO Michael Mudd, their integrity, professionalism, and commitment to doing the right thing for the right reasons made one thing clear – he wanted to be part of that team.

With more than a decade of franchising experience, Chris has an impressive resume. He began his franchising career in 2013 as VP of Franchise Development at Primrose

Schools, where he spent four years working at the brand’s corporate offices in Atlanta, GA. A few years later he took on the same role at Shine Window Care & Holiday Lighting and Property Stewards amid a new journey as a franchise consultant.

Chris spent upwards of seven years as a franchise consultant, first with Franchise Brokers Association (FBA) and most recently with International Franchise Professionals Group (IFPG). His work is motivated by the opportunity to help others become

successful; an opportunity, he says, franchising offers in spades. As part of the B1 team, Chris is excited to amplify his impact in the franchising world. “My greatest desire at BrandONE is to align great people with excellent brands operationally, financially, and culturally,” he shared. “If I do that successfully, everyone wins.”

Chris’ wins don’t end with franchising, however. He and his wife, Terri, have also been running two businesses of their own since 2018, Angel Oak Home Interior Design and Georgia Window Coverings.

Outside of work, they love spending time at the beach and keeping up with their four sons and two grandchildren who are scattered across the country.

When Chris isn’t helping others find their rhythm in franchising, he enjoys staying active by riding road bikes in North Georgia and playing golf at the Currahee Club. And about once a month – for his sanity - you can catch him rocking the guitar and the Atlanta music scene with his band.

