



# Inside BrandONE with

# DEVIN SCHAEFERS

## POWERING UP AN EXPLOSIVE FRANCHISE JOURNEY

Whether weight training in the gym or empowering others as a business owner and coach, Devin Schaefer knows that success is a progression of sometimes small, but always meaningful gains. Throughout his career, he has been dedicated to helping others reach their goals. “There is no better feeling than helping somebody achieve their lifelong aspirations,” he revealed. As a natural-born leader with years of reps in the entrepreneurial space, he’s eager to represent the next generation of franchise development at BrandONE.

Devin was introduced to the franchise world by his uncle and B1 Chief Development Officer, Dave Schaefer. Inspired by his uncle’s successful track record, he put in the heavy lifting to earn his stripes in the franchise community. From there, his knack for building strong relationships landed him a spot among “the superstars at B1.”

“The BrandONE team is an assembly of some of the most talented individuals I’ve ever worked with,” Devin shared. “The grit, talent, and charisma of this group is second to none.”

When it comes to grit, talent, and charisma, Devin’s got plenty of his own. A college baseball coach for 10 years, Devin also founded, owned, and operated a restaurant equipment company in addition to several baseball- and softball-focused businesses. Among his accomplishments are establishing Third Coast Tournaments and Michigan’s Premier Baseball, a leading coaching and development program. Adding to his success, he ran Baseball Concepts, where he trained current MLB and MiLB players as well as hundreds of high school and collegiate athletes.

He noted, “Whether it’s empowering my employees through my businesses or a career working with athletes trying to take themselves to the next level, I feel like being a resource for individuals who are looking to better themselves is what I was put on this Earth to do.”

His drive, passion, and experience make him uniquely equipped to excel as the VP of Franchise Development at BrandONE.

“I hope to be the start of a new generation at B1,” he said. “One that will uphold the

standards and continue to be a key factor in the overall success of the company for many years to come.”

On Devin’s home team are his beautiful wife, Lauren, and 9-month-old son, Tommy. He dedicates his free time to his family, friends, and a few favorite activities including weight training and fitness, playing music, golf, hunting, and fishing.

