



Inside BrandONE with

LAURA ALEXANDER

HARNESSING THE POWER OF CONNECTION

Laura Alexander is a successful entrepreneur, an experienced franchise development specialist, and a competitive equestrian. Whether in the franchising arena or the show ring, Laura brings energy, expertise, and a fierce drive to help others reach their potential. Her professional pedigree combined with a creative, consultative approach steers candidates and brands towards life-changing connections, setting them up to take the reins of both business and life.

Ready to saddle up to a new chapter in her career, Laura immediately felt right at home as part of the BrandONE crew. She was inspired by the team's integrity, industry leadership, and supportive culture—values that closely match her own. More than that, joining BrandONE was an opportunity to align herself with individuals who truly care about doing the right thing for both candidates and franchisors.

Laura began her career as a business owner, operating a successful direct mail advertising business for 10 years. This entrepreneurial

experience laid the foundation for her transition into franchising, where she's spent a decade specializing in franchise sales and development. Often drawing on her own experiences as an entrepreneur, Laura brings seasoned insight into every conversation as she guides candidates and brands through their franchising journey.

She explains, "Franchising offers a unique blend of independence with built-in support—allowing individuals to be in business for themselves, but not by themselves. Helping others tap into that potential and realize their dreams is truly what drives

my passion for this work." Laura's unbridled passion and special ability to understand the desire to become a business owner empowers her to guide others with confidence, empathy, and remarkable perspective.

Outside of work, Laura finds both challenge and joy in her hobbies. In addition to being a competitive equestrian and lifelong horse lover, she is also a certified Pilates instructor. Connection and community are important aspects of her personal life, and she finds that these concepts keep her grounded and inspired

as a professional too. "At BrandONE, I'm here to make a real impact—connecting the right candidates with the right brands to spark growth on both sides. With a strong track record in franchise sales, I bring the energy, experience, and execution to scale high-performing concepts," she noted. "This is where passion meets purpose—working with a team that values integrity, innovation, and meaningful results."

