



Inside BrandONE with

TOM BURGESS

EXPLORING NEW DEPTHS

For Tom Burgess, both life and business are fueled by a spirit of adventure. Outside the office, he's a passionate land and ocean explorer; professionally, he's spent decades founding companies, pioneering innovations, and offering expert guidance. Now, as VP of Franchise Development at BrandONE, Tom is helping brands and candidates traverse uncharted waters—an undertaking he embraces with gratitude and excitement.

A self-described adrenaline junky, Tom has led his family on thousands of miles of overlanding adventures and sailing voyages across the world's oceans. These expeditions are never dull—they've included spearfishing in remote South Pacific atolls, hiking volcanic calderas, and living far from modern civilization for months at a time.

Much like his personal life, Tom's more than 30 years of professional experience have been driven by passion and exploration. He's founded four entrepreneurial ventures and holds multiple patents for

innovations in advertising, loyalty, and financial technology within the retail industry. In addition, he specializes in a range of topics from startup strategies to investor relations, lending his expertise to numerous companies as a board member and advisor.

Tom met Peter Barkman, B1 Partner and Chief Strategy Officer, over 25 years ago during a merger of their two respective companies. Since, he's enjoyed watching Peter and the rest of the team grow BrandONE into what Tom describes as "the Mount Rushmore of the franchise industry." When given the opportunity to carve his own

path at the company, he knew it was a rock-solid step towards a groundbreaking phase.

A fearless motivator and mentor, Tom leads by example while pushing others to take life-changing leaps. He shared, "My wife, Monique, and I have always encouraged our children to embrace an adventurous lifestyle, hoping they would not only survive but truly thrive."

He holds the same hope for the candidates and franchisors he'll help navigate the depths of franchising at BrandONE, a coveted stop on his career journey.

"BrandONE is my next big adventure," he said. "It's an ideal opportunity for me to scratch a chronic itch. To feed an addiction. It's the ideal platform for me to give back for a life of immense good fortune. I cannot think of a more satisfying next chapter."

