Inside Brand**ONE** *with*

BRODIE SCHAEFERS
CHARTING A SMARTER COURSE TO OWNERSHIP

Brodie Schaefers returns to BrandONE as VP of Franchise Development, bringing with him a deep appreciation for data, strategic growth, and the life-changing impact of franchise ownership. With a foundation in business analytics and real-world experience in high-level finance, he's focused on helping brands and candidates make informed, intentional decisions.

His journey began at the University of South Carolina, where he studied Accounting and Business Analytics and founded the Carolina Investment Foundation: a student-led initiative focused on financial education and career readiness. That early drive to empower others through knowledge has been a constant throughout his career.

After graduation, Brodie joined Amazon's finance development program, working across operational accounting, program management, and AI initiatives with Prime Video. These roles sharpened his skills in forecasting, cross-functional leadership, and innovation at scale.

But Brodie's introduction to franchising came even earlier, as a BrandONE intern and through firsthand exposure to franchise ownership within his own family. Those experiences shaped his belief that franchising can be a powerful path to freedom, legacy, and long-term wealth.

Now, in his full-time role, Brodie builds trusted relationships with franchisors and candidates alike; guiding smart, data-informed decisions and aligning brand vision with strategic growth. His mission is to make every step of the franchise journey more intentional, more informed, and ultimately, more rewarding.

Outside of work, Brodie's curiosity continues to lead the way. He's an avid traveler, national park explorer, and devoted fan of the Panthers, Lakers, and Gamecocks. He also keeps a close watch on the stock market and emerging trends in AI, always learning, always looking forward.

Driven, grounded, and growth-minded, Brodie is ready to help the next generation of franchisees take ownership with clarity and confidence.