



*Inside Brand***ONE** with

LISA MCGILL

GROWING A LEGACY OF OWNERSHIP

At BrandONE, growth starts with the right people—and Lisa brings the kind of sharp, strategic mindset that drives real results. With a track record of operational excellence and franchise know-how, she's here to move brands forward, faster. Lisa's impact is immediate, and her leadership shows up where it counts: in the numbers and the momentum.

Known for her sharp strategic instincts and deep empathy for the entrepreneurial journey, Lisa brings a rare blend of insight and heart to franchise development. She's passionate about guiding candidates toward the right opportunities—ones that truly align with their goals—and partnering with brands to scale with clarity, intention, and long-term vision.

Lisa's franchise development career began in 2014, working with brick-and-mortar retail brands before expanding into service-based franchises in both B2C and B2B sectors. Over the last 12 years, she

has worked with 12 franchise brands and built a reputation for placing strong owners who add real value to their systems.

Before franchising, Lisa launched and operated three service businesses of her own, and also worked in Big Pharma and Healthcare IT – experience that sharpened her operational and leadership skills. Lisa had long admired BrandONE's stellar reputation and the caliber of its partners. "It's an honor to work alongside some of the brightest minds in franchising," she says. Her goal? To be a top producer by focusing on the success

and satisfaction of every franchisee she places and to help BrandONE grow by identifying new brands and building development teams.

Outside of work, Lisa supports her family of entrepreneurs – her daughters Kas and Sammy, and husband Steven – with the same enthusiasm she brings to her clients. She loves fitness, travel, cooking, and tennis. Her faith in Jesus is her compass, and her home is filled with love (and a little chaos) thanks to two pups, Tucker and Zoey. She's also a regular visitor to her extended family in Austria, where her global perspective is always expanding.

