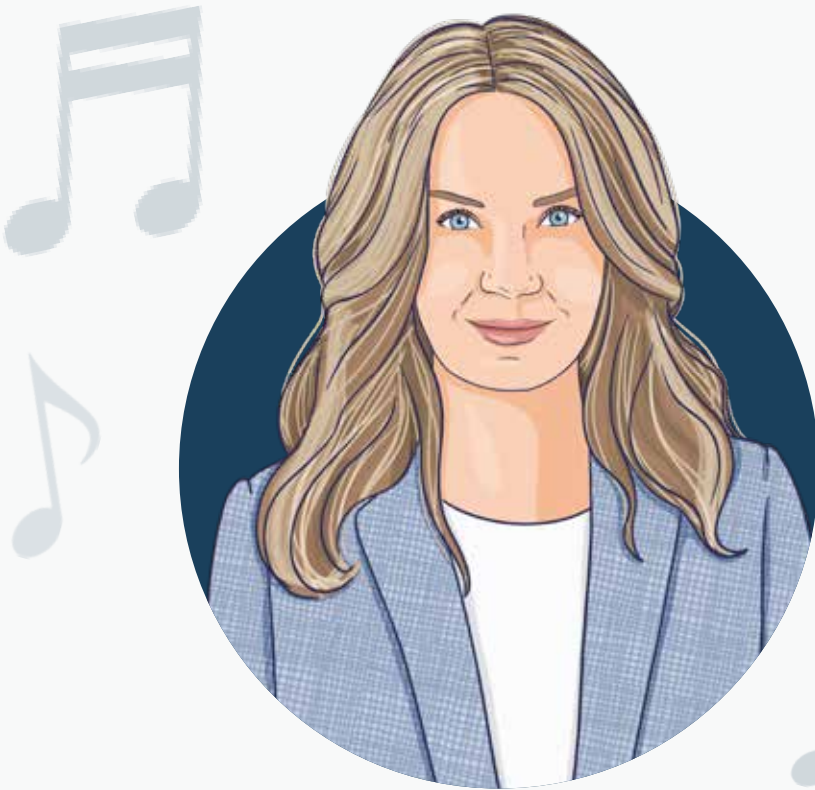




Inside **BrandONE** with **SHAWNA BERGSTROM** **STRIKING THE RIGHT CHORD** **IN FRANCHISE DEVELOPMENT**

Franchise growth isn't guesswork – it's process, insight, and execution. That's exactly what Shawna delivers. She combines deep franchise development experience with a builder's mindset, helping brands scale smarter. From early-stage strategy to system-wide support, Shawna plugs in fast and adds value immediately. At BrandONE, she's a key part of how we turn ambition into action.

Shawna Bergstrom joins BrandONE as VP of Franchise Development, bringing with her 25+ years of franchise experience and a passion for pairing the right people with the right brands. Known for her strategic thinking, grounded leadership, and people-first mindset, she's dedicated to building scalable, sustainable franchise systems – one intentional connection at a time.

Her career started in research at UC San Diego Health, but she soon pivoted into franchise development. For over a decade, she led business development for a

CEO peer group franchise before helping guide growth for several emerging brands, including Streamline Brands and Moms on the Run. Most recently, she spent six years at Home Franchise Concepts, advising multiple brands and shaping national expansion strategies.

Shawna was drawn to BrandONE by the opportunity to work alongside a team that values integrity, strategy, and results. "Helping brands grow the right way and partnering with candidates to make life-changing ownership decisions – that's what drives me," she says. Her experience and

intuition help her identify top-performing candidates and align them with brand visions built for long-term success.

Outside the office, Shawna brings the same energy to the stage as a lead singer in a 24-piece band. She lives in Encinitas, CA with her husband Dennis, a flamenco guitarist, their son Nolan, and their cat Ivan. Whether it's performing, beach days, baseball games, or strategizing the next big franchise move, she's always tuned in to the moment.

