



InsideBrand1NE with **MELISSA STRAW** BUILDING OPERATIONAL POWER FROM THE GROUND UP

At BrandONE, success comes from alignment – between people, systems, and strategy. That's exactly where Melissa Straw shines. As Director of Operations, Melissa brings an all-in approach built on years of frontline franchise experience. From sales support to training to development, she's done the work and now, she's building the operational structure that helps everyone else do it better.

Melissa Straw joins BrandONE as Director of Operations, bringing a unique blend of franchise development know-how and day-to-day operational expertise. She started in the industry in 2018 as a receptionist and quickly moved into training, onboarding, and then development support – gaining firsthand insight into the entire franchise journey. In 2025, she stepped into a sales role and found even greater passion for helping candidates find the right fit.

Now at BrandONE, Melissa is focused on creating systems

that scale – streamlining how we support clients, drive candidate engagement, and build long-term growth. Her background gives her rare perspective: she understands what it takes to build trust with both brands and franchisees, and she knows the behind-the-scenes structure that makes franchise development run smoothly.

Melissa was introduced to BrandONE by Jonathan Thiessen, and after conversations with Olivia and Alexandria, she knew she'd found the right place.

“Every step in the process confirmed how aligned the team is – passionate, experienced, and all-in,” she says.

Outside of work, Melissa is an avid reader, backyard vegetable gardener, and loyal Anaheim Ducks fan. She and her husband share their home with two energetic dogs, Kai and Hazel, and a lot of books. Her goal? To help BrandONE grow stronger from the inside out, and to make operational excellence a competitive advantage for every partner we serve.

