



Inside BrandONE with

HALEY HALL

BUILDING OPERATIONAL POWER

At BrandONE, franchise growth isn't about rushing to the next stroke – it's about understanding the full canvas. That's where Haley Hall leads. As Vice President of Franchise Development, Haley brings clarity, perspective, and intention to every conversation, helping candidates and brands see how each move contributes to long-term success.

Haley Hall joins BrandONE as Vice President of Franchise Development, bringing a relationship-first approach shaped by experience, discipline, and a deep respect for doing franchising the right way. She began her career in pharmaceutical and medical device sales and spent 22 years as a military spouse – an experience that sharpened her adaptability, resilience, and ability to build trust in ever-changing environments.

Her transition into franchising quickly became a passion. Most recently,

Haley played a key role at Prime IV Hydration & Wellness, helping guide the brand from early-stage growth to more than 300 franchises sold nationwide. Throughout that journey, she focused on guiding candidates through the discovery process with care – layering education, transparency, and alignment to ensure every decision fit the bigger picture.

Haley was introduced to BrandONE through a mutual connection with Jonathan Thiessen, and from the first conversation, the alignment

was clear. “BrandONE’s integrity, transparency, and relationship-first mindset stood out immediately,” she says. “This team is intentional about growth, and that’s exactly how franchising should be done.”

Outside of work, Haley’s creativity continues to show up – whether she’s painting, tackling DIY projects, cooking, listening to music, or exploring new places with her family. She’s the proud mom of three – Wesley, Landon, and Finley Kate

– and shares life with her significant other, Kevin Smith, along with two dogs, Macie and RJ. At BrandONE, Haley’s goal is simple: help people step back, see the full picture, and move forward with confidence.

