



InsideBrandONE with

LISA HENNIGAR

DISCOVERING NEW TERRITORY IN FRANCHISE DEVELOPMENT

At BrandONE, the best opportunities aren't found by following a map – they're discovered. That's how Lisa Hennigar has always worked. As Vice President of Franchise Development, Lisa brings more than two decades of experience helping entrepreneurs explore what's possible in business ownership and helping brands find the right people to fuel sustainable growth. For Lisa, every conversation is a new discovery, and every introduction has the potential to change a life.

Lisa Hennigar joins BrandONE as Vice President of Franchise Development, bringing a 20-year track record built at the crossroads of strategy, people, and growth. Her career began in the printing and advertising worlds, where early work with companies like Hewlett-Packard, Autodesk, and Toshiba gave her a deep understanding of business development and what it takes to build lasting client relationships.

Over time, Lisa found her lane in franchising serving as Vice President of Franchise Development

for multiple franchise brands across the U.S. and Canada, where she helped drive meaningful growth by connecting entrepreneurs with the right business ownership opportunities. Her work has always lived at the intersection of discovery and alignment: helping candidates move from uncertainty to confidence, and helping brands grow with owners who are truly in it for the long haul.

Lisa first crossed paths with the BrandONE partners between 2015 and 2019 while working alongside them on behalf of emerging franchise brands. *"What inspired me*

most was the way they approach franchising – as relationship builders, strategic thinkers, and true advocates for both brands and candidates," she says. *"I was drawn to a team that shares my values of integrity, collaboration, innovation, and long-term growth."* When the opportunity arose to join BrandONE, the alignment was clear.

Outside of work, Lisa is happiest when she's outdoors – chasing sunsets, exploring new places on road trips and RV adventures, boating, and cooking.

She's a lifelong learner who reads voraciously and is equally at home exploring a new destination or buried in a book on leadership and entrepreneurship. Most of all, Lisa is driven by family: she's the proud mother of four daughters, two grown and two

teenagers, and shares her home with a lovable Bichon and two rescue cats. *"Family is at the center of my 'why,'"* she says. *"Everything I do is rooted in creating opportunities, experiences, and a lasting legacy for them."*

