



*Inside*Brand**ONE** with

LAUREN WONG

YOUR NEXT MOVE, MAPPED OUT

Lauren Wong plays every match the same way, whether it's on a pickleball court or in a conversation with a prospective franchisee: with strategy, precision, and a plan for the next three shots. As BrandONE's newest Franchise Sales Coordinator, she brings three years of franchise sales, onboarding, and procurement experience from The Picklr, plus the instincts of a competitive player who knows that closing the point takes more than one good serve.

Lauren's career has centered on franchise growth, operations, and project management, and she's built it one rally at a time. During her three years at The Picklr, she held roles across franchise sales, onboarding, and procurement, giving her a front-row seat to the full franchise journey: supporting prospective franchisees, coordinating Discovery Days, guiding new owners through onboarding, and helping prepare locations for opening. She's been part of the entire lifecycle, and that experience is exactly what she brings to BrandONE, where she qualifies leads and supports franchise development across multiple brands.

She connected with BrandONE through Megan Langford and met with Michael Mudd shortly after. From that first conversation, she was drawn to how genuine, collaborative, and growth-focused the team felt. She was excited by the chance to bring her franchise experience to a company that supports multiple brands while still building real relationships with candidates and franchise partners; the team's energy, experience, and vision made BrandONE feel like a place she could contribute right away while continuing to grow.

What motivates Lauren is simple: the opportunity to connect people with a business that can change

their lives for the better. Investing in a franchise is a major decision, and she genuinely enjoys helping candidates feel informed, supported, and confident throughout the process. Every strong connection helps someone achieve their goals while contributing to the long-term growth and success of the brand. In her own words: "I hope to make a real impact at BrandONE by building genuine relationships with candidates and my fellow team members, helping connect people with the right opportunities, and collaborating with the brands as they continue to grow."

Outside of work, Lauren stays just as competitive. She's a serious

pickleball player and is currently attempting to learn golf, which she'll be the first to admit has been both fun and humbling. When she's not on a court or a course, she's reading, crocheting, or working her way through a true crime show or podcast. She lives in Salt Lake City, Utah with her significant other and their not-so-serious black cat, Sirius.

