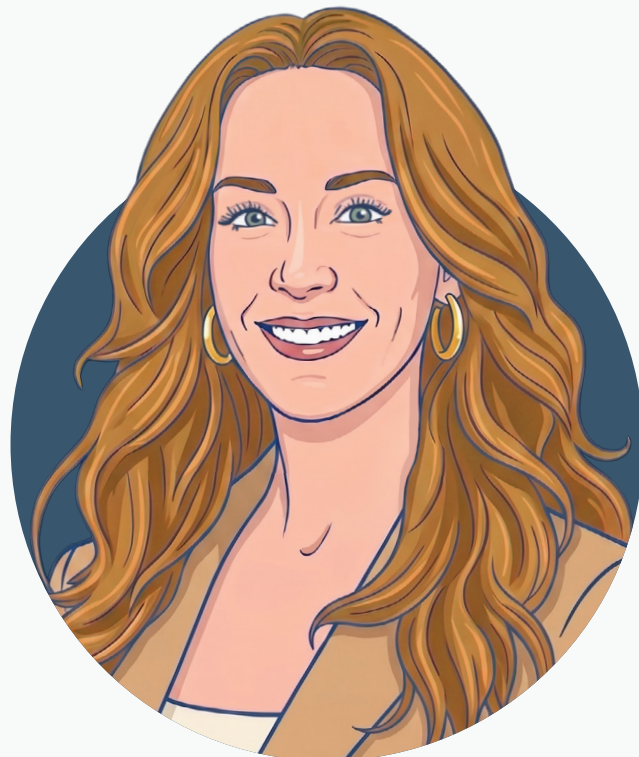




Inside BrandONE with

MEGAN LANGFORD

YOUR LIMITS JUST MOVED

Megan Langford describes herself as someone who “accidentally became a professional relationship-builder” and then spent twenty-plus years getting very good at it, on purpose. As a VP of Franchise Development at BrandONE, she brings a career’s worth of sales, marketing, and business development instincts, the precision of someone who has managed a 300-territory sales quota, and the patience of a Lagree instructor who knows that the slow burn is where the real transformation happens.

Megan’s career has always been about one thing: building the systems and relationships that help other people grow. Over twenty years in sales, marketing, and business development at WeWork, Sodexo, Versured, HB Design Group, and most recently as Director of Franchise Development at The Picklr, the fastest-growing indoor pickleball franchise in the country, she developed a rare combination of go-to-market strategy, broker and partner channel expertise, and a full-quota sales instinct honed across 300-plus territories. She took embarrassingly long to name the through-line herself, she’ll admit. Franchising just gave it a word.

Megan found BrandONE the way most great decisions happen: doom-scrolling LinkedIn, except this time it actually paid off. What hooked her wasn’t just

the brand; it was the ethos. She’d seen what irresponsible franchise development does to brands, to people, to livelihoods, and she wanted to be on the side of the table where hard work pays off instead of leaving someone worse than where they started. BrandONE’s obsession with transparency and doing the work right the first time was exactly that side of the table.

Megan’s motivation is simple, and she’ll tell you so. It’s watching someone bring their passion to life; whether that means aligning with the mission of a brand they believe in, building a better future for their family, or planting something meaningful in their own community. She sees it like this: a franchise lets someone become an entrepreneur without having to white-knuckle it alone. And she gets a front-row seat to that transformation. Her standard for herself is equally clear: “Give me ‘she

found me the right fit’ over ‘she talked me into it’ any day. That’s the difference between a match and a cautionary tale.”

Outside the office, Megan teaches Lagree and she takes real, unapologetic joy in pushing people past what they thought their limits were, even when she’s on the receiving end of some world-class stink eye mid-class. She’s also what she calls a “professional sideline parent,” which means she has mastered the art of watching her boys send it down a double black at Snowbird, cheering through trail races, wrestling and jiu-jitsu matches, football games, and her youngest’s current specialty, stealing the spotlight in a tutu. Travel rounds out her reset, especially Europe; next on the list is Sicily, where she’s hoping to sip a Garibaldi and dig into her family’s roots. At home, the calmest

member of the household is Darce, a rescue Rhodesian Ridgeback – which says everything, given that her family also includes a husband who is a criminal defense attorney, a stepson who just finished law school and apparently learned nothing from watching his dad’s

career choices, a 12-year-old who could probably do your taxes, a 10-year-old who is equally wicked smart and wickedly mischievous, and a 4-year-old daughter who can go from sweetest child alive to full exorcism territory in under a second flat.

