

InsideBrandONE with

HANNAH WHITESIDES

BUILDING BRANDS WORTH CHEERING FOR

Every great game day runs on the same things: energy, community, and fans who show up season after season. Great brands run on them too. That's where Hannah Whitesides comes in. As Chief Marketing Officer at BrandONE, Hannah brings the game plan and the enthusiasm to build brands that franchisees, candidates, and communities are proud to cheer for.

Hannah brings a track record of accelerating growth and building market-leading brands. Known for developing high-performing teams and innovative marketing strategies, she played a key role in leading marketing efforts for North America's largest collision repair franchise platform and helped revitalize a 50-year-old retail brand, delivering three consecutive years of record-breaking sales.

Her scope grew from leading a single brand to overseeing a full vertical, and later into revenue operations, where she strengthened performance and growth across multiple departments and led high-impact teams of 25+. Throughout her career, Hannah has been dedicated to enhancing the role of women in the automotive industry by promoting education, professional advancement, and networking.

Hannah is a longtime colleague of Dave Schaefers from their time together at Driven Brands. The two connected about the potential to enhance BrandONE's marketing efforts and got excited about the opportunity to build something bigger. "*I love that BrandONE represents quality, trust and genuine connection between good brands and good people,*" Hannah says. "*My personal mission statement is to be positive, impactful and kind in everything I do. I hope to leave a lasting impression and impact on BrandONE by driving excitement, creativity and fresh perspective when it comes to marketing and beyond.*"

Hannah grew up in the mountains of North Carolina and graduated from Clemson University. She loves traveling, water sports, and Clemson football. She and her husband live in Lake Wylie, South Carolina, where they stay busy with their two daughters, ages four and one. Whether she's in the stands on a fall Saturday or building a brand strategy, Hannah knows how to bring the energy; at BrandONE, she's the one leading the cheer.





