**MICHAEL J. KRAWITZ**

Chicago, IL 60062 ♦ (224)607-7401 ♦ MichaelJKrawitz@gmail.com

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PROFESSIONAL SUMMARY

Experienced C-suite executive with a demonstrated history of developing and scaling local and regional businesses into nationally recognized brands. Combines legal background with 16 years of leadership experience to create a winning culture through building and aligning corporate mission and goals. Utilizing both a conventional corporate owned model or via franchising, delivers rapid and sustainable growth, leading to long term profitability for stakeholders. Expert at developing global growth strategies for franchise and non-franchise businesses by adding additional operating units domestically and overseas.

# CAREER HIGHLIGHTS

* Spearheaded exit strategy of 9X EBITDA for stakeholders in food industry to private equity firm after two years of expanding from single corporate location to 14 corporate locations.
* Facilitated growth of mall kiosk and store program for Zagg (NASDAQ), expanding from 40 to 108 locations in one year
* Identified and resolved corporate operational challenges, resulting in management of $85MM P&L spread across corporate operated locations for premier women’s salon located in major US retail malls.
* Created unique and aggressive growth strategy for BrowArt23 by expanding corporate ownership from 3 locations to 226 in four-year period, creating largest eye-brow threading franchise in US.
* Negotiated, structured, and executed over 600 leases with mall operators in the US and Canada for various food, retail and service clients, including both kiosks and permanent locations.
* Developed sales training modules and manuals utilized in on-boarding 450 managers and salespeople over 4-year period for wide array of businesses in food, retail and service industries.
* Evaluated prototype for operation of efficient single location enterprise, enabling growth to 8 corporate outlets in one year period, increasing profitability from $2.2MM to $11.1MM.
* Expanded franchise organization in service industry from 103 locations to 240 locations, while growing franchise system wide revenue from $41MM to $110MM.
* Engaged by 7-Eleven, Inc. executive management team to transform world’s 5th largest franchise network into a progressive franchise program for 7,500 locations being renewed by 2020.

WORK HISTORY

**CHIEF OPERATING OFFICER – SERVPRO TEAM LUZZI** 09/2023 to Present

New York, New Jersey, Massachusetts, and Rhode Island (20 franchises operated out of 11 offices)

**Summary:** As the Chief Operating Officer of SERVPRO Team Luzzi, I am responsible for the operations of 11 offices encompassing over 400 employees. I leverage my Juris Doctor degree and 21 years of leadership experience to create a winning culture within the most recognized brand in the restoration industry.

**Key Achievements**:

* Increased quarter-over-quarter revenue by 28% by developing and implementing commercial referral program.
* Collected $12MM in aged receivables by utilizing new AR Workflow software and coaching teams on effective collection methodologies.
* Created streamlined process for interviewing, training, and on-boarding new business development representatives, resulting in hiring of 14 new representatives in 90 day period.
* Crafted protocols and processes required to systematize recruiting, franchise on-boarding and field training, resulting in development of field support team conducting monthly P&L reviews and site-visits.

**PRESIDENT/COO - 911 RESTORATION FRANCHISE** 03/2018 to 01/2023

Van Nuys, CA

**Summary:** Recruited by 911 Restoration to restructure corporate office to focus on profitability and development and fulfillment of training and support programs for company's franchisees. Responsible for implementation of franchise program, including creating brand strategy, on-boarding new franchisees, building franchise support infrastructure while accomplishing franchise roll-out program.

**Key Achievements**:

* Increased profitability by 31% in one-year period by aligning departments and eliminating overlap of responsibilities.
* Restructured corporate office to concentrate on profitability, development and fulfillment of training and support programs for company's franchisees, resulting in growth of royalty revenue by 68% in initial two years.
* Supported and supervised team of 26 franchise professionals.
* Created streamlined process for interviewing, training, and on-boarding 72 new franchise locations during two-year period.
* Grew system wide gross sales of franchises from $41MM to $110MM.
* Crafted protocols and processes required to systematize recruiting, franchise on-boarding and field training, resulting in development of field support team conducting monthly P&L reviews and site-visits.

**PRESIDENT – MKA CONSULTING** 07/2013 to Current

Chicago, IL

**Summary:** Worked with entrepreneurial clients in food, retail, and service industries to create transformation to stable growing business enterprises. Focused on drafting and implementing systems and processes required for sustainable growth. Identified viable exit strategies for clients, including sales to larger competitors as well as private equity investors.

**Key Achievements:**

* Incorporated systems and processes to align with growth strategy of stakeholders, helping second cookie dough franchise in United States to grow to 8 locations in first year of operation.
* Structured ownership of restaurant chain to assist stakeholders in transitioning from entrepreneur to professional management driven by private equity investment.
* Exceeded sales goals for 7 consecutive quarters, helping to attract buyer for family-owned manufacturing enterprise.
* Engaged by multiple businesses to review current financial model and create strategies to profitably grow platforms.
* Expanded in-store lead generation program within 4th largest retailer in Canada to establish and launch new business to work as exclusive provider of bath remodeling services for Canadian Tire's retail customers.

**CEO – LUXURY BATH LINERS, INC.**  05/2004 to 07/2013

Glendale Heights, IL

**Summary:** Recruited to transform family-owned manufacturing and distribution company to national enterprise. Responsible for franchise development including sourcing franchises, negotiating key agreements, and assisting in site location, grand opening, and ongoing operations.

**Key Achievements:**

* Grew business from 3 locations to over 70 in three-year period; facilitated hiring and training management.
* Received industry wide recognition for building network which included largest companies in remodeling industry.

**MANAGING PARTNER – KRAWITZ & ASSOCIATES LTD.** 01/2000 to 05/2006

Chicago, IL

* **Summary**: Managed legal firm specializing in representation of medium-sized closely held corporations. Responsible for identifying, evaluating, and executing new investment opportunities and supporting client’s portfolio company strategies. Provided oversight and direction for four attorneys and two support/clerical staff. Represented multiple franchisors and over 40 franchisees in wide variety of industries.

**Key Achievements:**

* Reviewed and negotiated all franchisor documents, managed state registrations and FDD and ensured compliance with state and federal regulations. Responsible for site selection, legal negotiations, drafting operations manuals and employee handbooks.
* Identified suitable locations for client expansion and negotiated leases and acquisitions to facilitate growth.
* Drafted asset purchase and sale agreements, employment agreements, non-disclosure and non-compete documents for key executives.

EDUCATION

Juris Doctor (JD)

UNIVERSITY OF ILLINOIS COLLEGE OF LAW

Bachelor of Arts**:** Political Science

UNIVERSITY OF ILLINOIS