



Jeffrey E. Kolton - Principal, Franchise Market Ventures, LLC and EGS Senior Director

Mr. Kolton is highly regarded as one of the leaders and innovators in the franchising community. With nearly 30 years of experience at the highest levels within the legal, research, marketing and finance sectors, Mr. Kolton brings a unique perspective and an invaluable rolodex to every deal he works on.

Mr. Kolton began his professional career as an attorney with the law firm now known as DLA. In 1989, Jeff left the practice of law and founded FRANdata Corporation, which quickly became the leading information specialist to the franchise industry. When Jeff sold FRANdata to National Cooperative Bank in 2001, FRANdata was serving over 2,500 clients around the world, including each of the 300 largest franchise systems in the US. During his tenure, Mr. Kolton was also responsible for creating federal contracts with both the Small Business Administration and the Federal Trade Commission, and was asked to testify before the House Small Business Committee as an expert on statistical research in the franchise field.



From 2001-2004, Jeff was a partner at Kaufmann Gildin & Robbins LLP, one of the premier franchise law firms in the country, where he specialized in transactional work in the hospitality and restaurant sectors. When his two largest clients both asked him if he could develop and implement their strategic expansion plans, he decided to branch out again.

In 2004, Mr. Kolton founded Franchise Market Ventures, LLC (FMV) to provide outsourced strategic business development services to market leaders. With a focus on restaurants and celebrity chefs, FMV has, among other things, assisted culinary talent (such as Guy Fieri, the Neelys and David Burke) and leading restaurant brands (such as Coffee Bean & Tea Leaf, Pie Face, and RedFarm) in finding non-traditional expansion opportunities in airports, universities, corporate campuses, hospitals, and overseas.

Over his career, Mr. Kolton has also served on numerous public, private, and non-profit boards, including publicly-traded franchisor Emerging Visions Inc. (which he helped take private), venture-backed



Recipient of the President's "E" Award for Excellence in Exporting

SinglePlatform, (which was purchased by publicly-traded ConstantContact in July 2012 in a deal valued at \$100 million), the International Franchise Association (the franchise industry's leading trade association), the Strategic Forum (where he also chairs the Membership Committee), and Cornell University's Sigma Phi Fraternity. He is also a retained advisor to high net-worth individuals and private equity funds on investment opportunities in the franchise sector.

Mr. Kolton has published extensively in the franchise field, has been quoted in most major business and franchise/trade publications as an expert in franchising, and has taught the Franchising Section of the Small Business Seminar at Georgetown University Law Center since 1989.

Mr. Kolton is an honors graduate of Cornell University and the London School of Economics, and received his law degree from Georgetown University Law Center. He is a member of the D.C., Maryland, and Pennsylvania bars. He also received his sommelier certification from the American Sommelier Association in 2003.

Jeff lives in New York City with his lovely wife Jeriann and "the dynamic duo"- his twin sons Eli and Sebastian.

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