

ROBERT G. SHAW, CFE

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EXECUTIVE PROFILE

- Global franchise executive prepared for challenge with sector leader or emerging brand
- Experience in 60 countries with over 25 brands
- Developed \$100 million revenue international networks
- Developed over 600 international retail locations
- Developed successful international businesses for publicly traded companies
- Established regional headquarters and teams in Europe and Asia Pacific
- Corporate recognition by major business publications and U.S. Department of Commerce

EXPERTISE

- Leadership
- Strategic planning
- P&L management
- Global development and operations
- Department team development and performance
- Leverage professional contacts worldwide

FRANCHISE SECTORS

- Food and beverage
- Education and training
- Specialty retail
- Business services
- Personal services
- Residential services

EXPERIENCE

Shaw Meridian, Inc. **President**

Orange County, CA
2011 – Present

Established company to provide global franchise consulting and development services to franchisors seeking to start or expand their international franchise businesses.

- Designed international development strategies
- Market prioritization based on global analysis
- Cost effective marketing plans and materials
- Leveraged global experience and contacts

Resulted in:

- Six and seven figure initial franchise development fees
- Success in helping well established brands enter major difficult markets
- New and diverse royalty income sources for franchisors
- Development schedules encompassing hundreds of new locations worldwide
- U.S. Department of Commerce recognition for the “President’s E Award” for excellence in international franchise development for client, Right at Home.

Edwards Global Services, Inc. **Managing Director and Chief Development Officer**

Irvine, CA
2003 - 2010

Operating partner of leading international franchise consulting firm; designed and implemented franchisors’ international strategies and development programs. Resulted in:

- Master franchise and area development agreements worldwide

- Millions of dollars in initial fees and new diverse royalty income sources for franchisors
- Development of consulting and marketing tools and materials
- U.S. Department of Commerce recognition for the “President’s E Award” for excellence in international franchise development

New Horizons Computer Learning Centers, Inc.

Anaheim, CA

Senior Vice President of International Operations

1997 – 2002

Led international development growth of NASDAQ listed company.

Established and developed results oriented International Department of 17 people. Resulted in:

- \$100 million international network
- Operations in 50 countries via 100 locations
- Established regional teams in Amsterdam, Singapore and Tokyo
- Successful P&L management and results

Company grew to world’s largest independent IT training company with global network revenues of \$475 million. Contributed to corporate recognition from prestigious business publications:

- *Fortune* magazine's 100 Fastest Growing Companies
- *Forbes* magazine's 200 Best Small Companies
- *Business Week's* 100 Hot Growth Companies

Mail Boxes Etc. (now The UPS Store)

San Diego, CA

Director of International Development

1991 – 1996

Mail Boxes Etc. (MBE) was a NASDAQ listed industry pioneer that achieved 40 consecutive quarters of revenue and profit growth with 3400 retail centers as of FY 1997.

Established and grew a results oriented International Department of seven (7) people.

Resulted in:

- \$100 million international network
- 500 international retail locations operating in 15 countries
- 16 additional countries to open under franchise agreements
- Successful P&L management and results

Contributed to corporate recognition by small business publications.

- *Entrepreneur Magazine* Top Ten U.S. franchises numerous times
- *Entrepreneur International Magazine* #1 international business services franchise

PROFESSIONAL ACTIVITIES

- Managed all IFA Institute of Certified Franchise Executives courses to date on International Franchise and Business Development.
- Guest lecturer on international franchising and entrepreneurship at the Thunderbird School of Global Management, University California at San Diego; San Diego State University; Institute of the Americas, IFA and overseas franchise conventions and events.
- Selected by Globe Business Publishing Ltd. of London to be contributing author of the book *International Franchising: A Practitioner’s Guide*.
- Served three terms on U.S. Commerce Department District Export Council of Southern California and two terms on Board of Directors of the World Trade Center of San Diego.
- Mensa Society member.

EDUCATION

Thunderbird School of Global Management

Master of International Management

Graduated with Distinction

Marquette University

Bachelor of Science Business Administration

Dean’s List