



## **Evan Hackel Speaker Bio**

Known as Mr. Ingagement Evan Hackel is the founder and CEO of Ingage Consulting. As the thought leader for true and meaningful Ingagement within franchising, Evan's a man on a mission to help franchise brands involve all stakeholders and create a unified team that is focused, integrated and collaborative.

Before starting Ingage Consulting and becoming Mr. Ingagement, Evan was a member of the senior management team that helped CCA Global Partners achieve extraordinary success. Evan understands how to create growth within a franchise system.

By engaging all stakeholders within a franchise system, the system becomes stronger and every member is able to maximize the benefits of the franchise business system. For Evan, Ingagement is not about a high-level concepts that feel-good, but meaningful, actionable involvement.

Evan brings an amazing amount of franchise experience to every Ingagement. In his many years in franchising, Evan has led the effort to start three different franchise systems and turned around a bankrupt franchise system with \$700 million in system wide sales to having over 2 billion in system wide sales in four years. When he left CCA Global Partners he was managing over \$5 billion in system wide sales operating in six countries.

Evan's lifelong commitment to franchising is evidenced by his own personal Ingagement. He is co-chair of the International Franchise Association's Knowledge Share Task Force, a board member of the New England Franchise Association and a Certified Franchise Executive.

Evan is the author of the leadership book "Ingaging Leadership"

Evan is an avid skier who has yet to find a mountain he doesn't love! He resides in Reading, Massachusetts with his wife, Laura, and three children.