



Greg Nathan's Speaker Introduction

Often described as the international thought-leader in the psychology of successful franchising, no one understands the unique challenges and rewards inherent in the franchise relationship like Greg and his team of psychologists at Franchise Relationships Institute. Working with hundreds of franchise systems around the world, Greg and his team are dedicated to unlocking the secrets to what makes a truly profitable partnership where everyone makes money, builds a successful brand and has fun in the process. Greg has himself been a multi-unit franchisee and Vice President of Marketing and Operations for one of Australia's leading franchise groups. When he's not researching or teaching about best practices in franchising, you will find him playing the blues on one of his 28 guitars.

Please welcome Greg Nathan.