

## **Dr. Brynn L. Winegard Biography**

Dr. Brynn Winegard is a globally recognized expert in applied neuroscience, specializing in workplace performance, leadership, and business growth. With a PhD and a distinguished academic background, she has taught at top institutions like the Schulich School of Business, the University of Guelph, and McMaster University, while contributing groundbreaking research to the field. Prior to her academic career, Dr. Brynn excelled in corporate leadership roles at Fortune 500 companies, including Nestlé, Pfizer, and Johnson & Johnson, giving her a unique ability to bridge cutting-edge science with real-world business insights.

For franchisors and franchisees, Dr. Brynn's expertise translates into actionable strategies that address the challenges of managing decentralized teams, improving customer connections, and fostering high-performing workplace cultures. Her proprietary frameworks, including the MERIT Framework for Peak Performance and the 6-brain-layer model for influence and persuasion, empower franchise leaders to optimize their own performance and inspire their teams.

Whether delivering a keynote, workshop, or webinar on building a champion's mindset, enhancing client service, or creating a resilient organizational culture, Dr. Brynn's dynamic and engaging presentations equip franchise owners and their teams with the neuroscience-backed tools they need to succeed in today's competitive market. Trusted by some of the world's leading brands, she brings the perfect blend of academic rigor, practical experience, and energetic delivery to every event, making her an invaluable resource for the franchise industry.