

JERRY AKERS

SPEAKER BIO

Looking for a speaker who energizes, inspires, and delivers real-world strategies? Jerry Akers doesn't just talk about franchise success - he's built it, scaling from a single Great Clips location to 34 thriving salons and becoming a regional developer for The Joint Chiropractic.

As a bestselling author of *Live it 2 Own It* and a trusted consultant to top-performing franchisees, Jerry's insights are practical, proven, and designed for immediate action. He shares battle-tested strategies on recruiting top talent, retaining high-performing teams, and scaling efficiently—without sacrificing profitability or culture.



Beyond his success in franchising, Jerry is a nationally recognized voice in small business advocacy. He has been called to speak before Congress, work directly with lawmakers in Washington, D.C., and champion policies that protect and empower franchise owners. His thought leadership is regularly featured in major industry press, and he serves as a Board Member of the International Franchise Association (IFA) and former Chairman of the IFA Franchisee Forum.

Audiences love him because he's real. He's been in the trenches, made the mistakes, and figured out what actually works. Whether he's speaking to franchisees, corporate teams, or business leaders, he delivers engaging, high-energy sessions packed with strategies people can use immediately.



zdynamix

level up your franchise success

FROM FOUNDER TO FUTURE: WHAT'S YOUR SUCCESSION STRATEGY?

Preparing to transition your franchise? Whether selling or passing it on, you need a solid plan. Jerry Akers shares real-world strategies to ensure a smooth transition, develop the right successor, and secure your legacy.

THE FRANCHISE GROWTH PLAYBOOK: MASTERING RECRUITING, RETENTION, AND SCALING

Scaling a franchise isn't just about opening new locations—it's about building the right team and systems. Learn how to attract top talent, retain key players, and expand strategically for long-term success.

GUERRILLA MARKETING: THE ART OF COLORING OUTSIDE THE LINES IN FRANCHISING

Want to stand out without breaking the bank? Jerry reveals bold, creative marketing tactics to attract customers, stay within brand guidelines, and make a big impact with a small budget.