

RANDAL LONG

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SENIOR EXECUTIVE: INTERNATIONAL BUSINESS FACULTY MEMBER: INTERNATIONAL BUSINESS Building, positioning, and growing new ventures worldwide

Global business leader skilled in leveraging entrepreneurial acumen and multicultural experience to deliver effective operations and rewarding financial results for firms around the world. Talented in training and coaching for sustained learning, specializing in customer service delivery and business process improvements. Experienced in B2B client services and servicing master franchise licenses onsite in Asia, Latin America, India, and the Middle East. Polished public speaker and conversational Spanish and Portuguese speaker.

Account Expansion / Management / Retention • Client Relations • Budget Forecasting / Planning
Financial Analysis • Business Plans • Change Management • Entrepreneurship • P&L • Training
Customer Service • Operational Streamlining • Policy Development • Profit Building

Executive Endorsements: *"Your communications are outstanding...your efforts to counsel clients are being recognized at the highest levels...we want to use your excellent work as a very relevant example...you shared a lot of your experience and your knowledge, your generous help is greatly appreciated."* (U.S. Department of Commerce Officer)

PROFESSIONAL EXPERIENCE

FOUNDER & CEO: SME DEVELOPMENT ASSOCIATES – 2009- Present

Dedicated to supporting sustained profitable growth for small- and medium-sized enterprises; specialty focus and experience in individual and family-owned firms. Professional clients include the Irvine (California) Chamber of Commerce, for which engagement includes "Host: Global Market Intelligence Webinar Series", and title: Global Business Advisor to the Irvine Chamber of Commerce.

ADJUNCT FACULTY MEMBER: CONDORDIA UNIVERSITY IRVINE & SANTA ANA COLLEGE – 2010 - Present

Classroom and online instructor of courses in business, international business, and entrepreneurship & innovation academic programs.

FRANCHISE SERVICES, INC. / SIR SPEEDY, INC. — Mission Viejo, CA 1983 — 2010
International franchisor of B2B printing and marketing services; 900+ franchisees, 100 corporate staff, \$800M annual sales by franchisees, \$24M royalty revenue to franchisor at peak.

VP INTERNATIONAL DEVELOPMENT (1995–2010)

Played instrumental role in growing company revenues to capture #1 ranking in the US. Served as Chief International Development Officer strengthening franchisee competencies in 4 proprietary operating systems: business and financial, production and technology utilization, personnel, and marketing. Held \$300K P&L responsibility against \$500K in budgeted royalty revenue. Managed 3 direct reports: director, manager, and administrative assistant. Cultivated new master franchise licensees and brand operations in new markets outside USA.

- **Global Market Expansion.** Grew company's franchised operating presence from 6 international markets to 17 countries at peak by strengthening training program and introducing new market development processes.
 - Conducted 12 Initial Market Reviews (1-2 week in-country procedures).
 - Conducted 14 openings of Initial Operations (2+ weeks in-country).
 - Conducted 10 openings of operating locations within master-franchised areas.
 - Conducted 250+ in-country multiple-day franchisee and staff training sessions.

- **Major Competitive Wins.** Captured 2 biggest deals in company's history by signing master franchise agreements in China and India, each delivering \$1M for initial franchise fee alone.
- **Emerging Markets.** Outperformed expectations by securing master license contracts and business operations in countries including Poland, Costa Rica, El Salvador, Guatemala, Chile, Dominican Republic, Netherlands Antilles, Thailand, Singapore, and the Philippines
- **Business Impact.** Propelled ongoing success of hundreds of franchise owners through remote and onsite training and advice on business plan development, market analysis, pricing, and operating processes. Evaluated business results and recommended improvements.

RANDAL LONG — Continued

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FRANCHISE SERVICES, INC. / SIR SPEEDY, INC. (continued)

BUSINESS MANAGEMENT CONSULTING REPRESENTATIVE (1983–1995)

Delivered business and operations expertise from field office in Colorado. Advised up to 100 franchise owners either on site or remotely.

- **US Market Dominance.** Created processes that improved franchisee financial and customer service delivery systems, contributing to company rising from #6 among US printing franchisors to #1 in terms of network size, sales volume, and profitability.
- **Process Initiatives.** Dramatically improved franchisee effectiveness by independently creating management processes including financial and accounting tools, planning and projection tools, market evaluation methodology, customer service delivery improvement, staff training and performance evaluation, KPI measurement, and financial/production reporting. Created master franchise development and support processes, procedures.
- **Award Winner.** Recognized as company's sole 3-time winner of Gold Star Performer award, given to staff member who delivered exemplary value to the company and met/exceeded all goals.

EARLY CAREER

Vice President Sales & Marketing — COPYRIGHT PRINTING, INC., Denver, CO

Owner — LTE BUSINESS SERVICES, Denver, CO

Director of Sales & Marketing — BREEZE RECREATIONAL RENTALS, Denver, Co

General Manager — SKI, INC., Denver, CO

PROFESSIONAL PROFILE

EDUCATION

MBA (*magna cum laude*) — UNIVERSITY OF NORTHERN COLORADO
Emphasis: Management

BS/BA in Interdisciplinary Studies — REGIS UNIVERSITY, Denver, CO
Emphasis: Psychology, Sociology, Philosophy, Business Administration

PUBLIC SPEAKING

APEC - Asia Pacific Economic Cooperation, SME Working Group, Capacity Building Session — Chiclayo, Peru, August 2008

Numerous conferences, seminars, breakout sessions, and guest speaker roles in California – most frequently on International Trade topics

INDUSTRY EXPERTISE

Appointed by Secretary of Commerce - District Export Council, US Dept. of Commerce - 3rd Term

Chairman, Partnership & Outreach – 2008 - Present

PROFESSIONAL CERTIFICATION AND DEVELOPMENT

- **Certified Global Business Professional (CGBP)** – NASBITE Professional Credential
- Numerous certificates of completion: International Trade Topics – Seminars & Workshops
- Asia Pacific Business Outlook 3-day Symposium, University of Southern California. Attended annually 2003 to 2009.
- Strategic Planning, 4 upper division credit hours, University of California, Irvine, 2000.
- Certificate in Legendary Service Training, Blanchard Training & Development, 1993.
- Sir Speedy University, Basic Franchise Operating Training & Advanced Area Franchise Management — attendee and instructor for basic program; creator and instructor for advanced program.