

## Rod Bristol, CFE, Executive Vice President



Rod Bristol is an Executive Vice President at Business Resource Services/ Profit Mastery in Seattle, Washington, and is a highly sought after financial educator. Using a combination of personal stories, humor, and a passion for the success of business owners, he delivers outstanding Profit Mastery presentations both nationally and internationally.

Rod is a co-author, with Donald Averitt, of the new book *Franchise Validator*. This book helps prospective franchisees conduct due diligence and evaluate a franchise opportunity, and provides hard questions they should ask at each state of the buying process.

Rod is also responsible for client development, the national expansion of the Profit Mastery University online program, and Facilitator Certification training both nationally and internationally. He has taught over 400 Certified Facilitators in 40 US states, Canada, and Australia.

Rod has a Bachelor of Arts degree from the University of Washington, is a Certified Franchise Executive, and has participated in and taught numerous professional development programs in his 30-year business career. He was elected as a delegate to the White House Conference on Small Business, and served as Gov. appointee and Chair of the Washington State Economic Development Finance Authority and Small Business Improvement Council.

Prior to joining Business Resource Services/Profit Mastery, Rod owned Sudden Printing, the largest quick printing company in the state of Washington, with 19 locations, 60 employees, and annual revenues of approximately \$5 million. He sold Sudden Printing in 2007, after a 23 year career as a business owner.

Rod was a President of the National Association of Quick Printers, at the time a 4,000 member trade association. He received many awards, and was honored as an Honorary Lifetime Member in September 2007.

**“Rod is a great teacher. He was patient, clear, funny, professional, and had an excellent delivery. He was a pleasure to work with. Our franchisees were very impressed -- and that isn’t an easy thing to do. Profit Mastery made them smarter, and for that Rod deserves a medal.”**

**– Caedmon Foy, Franchise Development Manager, Superfinish Express, Australia**



### Recent Programs Include

- Franchise Council of America
- ServiceMaster
- ASBDC 2011-2014 Annual Conferences
- FASTSIGNS
- University of Guam, School of Business
- SBDC: Washington DC, Kansas, Arizona, N. California, Alaska, Montana, Minnesota, Florida, W. Virginia

**Compelling Subject Matter** - Financial management education is repeatedly cited as the single greatest need for business owners across all industries. Our educational programs take the mystery out of the numbers. Audience members with differing levels of expertise will gain specific tools that can be applied immediately to improve the financial health of their companies.

**Industry Knowledge** - Rod possesses a breadth of knowledge and experience in investment banking, finance, and small business management. His work with franchises, SBDC networks, trade associations, and financial institutions help keep his insights sharp and his information relevant to business owners, operators, managers, and advisors.



## **Rod Bristol: Introduction**

Rod Bristol is the Senior Vice President of Business Resource Services in Seattle, Washington, and has been a featured speaker at many national and international conferences.

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Rod is a Certified Franchise Executive, has a Bachelor of Arts degree from the University of Washington, and studies towards a Masters degree in Christian Ministry.

Rod resides in Seattle, Washington with his wife of almost 40 years, has three grown children, and is enjoying being a new first-time Grandpa. Please join me in giving a warm welcome to Rod Bristol.