



## TITLE OF JOB: Vice President of International Franchise Development: Asia and MENA

LOCATION: Remote

POSTED: May 2024

**SUMMARY:** Dynamic and rapidly growing global franchising company, recognized for a diverse portfolio of well-established restaurant brands across various segments, seeks an exceptional Vice President of International Franchise Development: Asia / MENA to play a key role in driving the expansion and growth of franchising operations in these strategic markets. Reporting directly to the Chief Development Officer, you will be responsible for developing and executing comprehensive franchise sales and development strategies, identifying new business opportunities, and fostering strong relationships with potential franchise partners.

### RESPONSIBILITIES:

- **Franchise Expansion Strategy:** Develop and implement a robust franchise development strategy aligned with the company's overall growth objectives for the Asia and MENA regions, taking into consideration the unique market dynamics and consumer behaviors in these regions.
- **Market Analysis:** Conduct thorough market research to identify and evaluate potential franchise development opportunities specific to Asia and MENA. This includes in-depth competitor analysis, understanding regional consumer trends, and staying abreast of regulatory considerations in these markets.
- **Lead Generation and Qualification:** Proactively identify and engage with potential franchise partners in Asia and MENA. Conduct a meticulous qualification process, ensuring cultural alignment, and assessing their capability to thrive in the diverse business landscapes of these regions.
- **Negotiation and Deal Structuring:** Lead negotiations with prospective franchisees, collaborating closely with legal and finance teams to structure favorable franchise agreements and financial terms that comply with regional norms and legalities.
- **Relationship Management:** Cultivate and maintain strong relationships with existing and potential franchise partners, understanding and addressing their unique needs and challenges. Ensure ongoing collaboration and support to drive successful partnerships.
- **Compliance and Due Diligence:** Oversee compliance with franchise regulations specific to Asia and MENA, conducting thorough due diligence on potential franchise partners to mitigate risks and ensure adherence to regional legal requirements.
- **Cross-Functional Collaboration:** Collaborate extensively with other departments, including Marketing, Operations, and Legal, to ensure a seamless and integrated approach to franchise development that aligns with the cultural nuances of Asia and MENA.

### QUALIFICATIONS:

- Bachelor's degree in business administration or related field. MBA is a plus.
- Proven history of success in franchise development, with a strong track record in Asia and MENA markets.
- In-depth understanding of franchise regulations and industry trends in Asia and MENA.
- Excellent negotiation and deal structuring skills, adaptable to regional variations.
- Exceptional interpersonal and communication skills, sensitive to diverse cultural contexts.
- Ability to travel internationally as needed, understanding and appreciating the cultural differences in Asia and MENA markets.

### SALARY & BENEFITS:



W R A Y EXECUTIVE SEARCH

Competitive base salary, commission plan, and comprehensive benefits.

**FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:**

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