



KRISTEN RISBY

kristenrisby.com

Passions & Expertise

Strategy, branding, marketing, thought leadership, creative innovation, franchising, team building & culture, speaking, KPI analysis, training, franchise development, performance optimization, franchise operations, project management, and driving teams.

Skills

B2B and B2C marketing, brand strategy, strategic planning, integrated marketing, communication strategies, recurring revenue models, retail, packaging, traditional marketing, digital marketing, analytics, team leadership and development, project management, loyalty and rewards programs, franchisee coaching, CRM platforms, automated marketing, marketing innovation, inventory planning, merchandising, mergers & acquisitions, RFP management, & EOS.

Education

Western Michigan University

Bachelor of Business Administration

Major: Marketing

1999-2003

KRISTEN RISBY

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Brand Experience

Central Bark, Profile Plan, Light Lounge, Spavia, Pet Supplies Plus, Wag N' Wash, RE/MAX, Motto Mortgage, Elements Massage, Fitness Together, FIT36, PostNet, & The Little Gym.

Professional Highlights

VP of Marketing, Communications & Events

Central Bark/Barkley Ventures Franchising, LLC

2024-2025

- Increased YOY system sales growth by 23.3%.
- Overhauled marketing department roles & responsibilities, brand & digital strategy, agency partners, creative, brand fund management & accounting.
- Managed 7 RFPs within a year to identify and launch a new online reputation management solution (SOCi), public relations agency (LolaRed), brand asset management solution (Marq), web management digital agency (Hot Dish), event management solution and app (Cvent), branded merchandise vendor (Corporate Image Group), and printer (XpressDocs.)
- Formed and launched the first regional cooperative, sourced and presented media opportunities, and implemented campaigns.
- Introduced standardized new client trial offers, optimized evergreen branding, and created & launched a brand standards & usage guide to effectively drive top of the funnel tactics for new client acquisition.
- Launched and consistently implemented a corporate communications strategy to build culture, trust, engagement, and adoption within our corporate office as well as our franchise system.

Fractional CMO

Light Lounge, LLC

2022-2024

- Managed updates to all franchise documents including the FDD, FA, brand and operations manuals, training manuals, and studio design book. Identified outsourced partners for all business needs before having the budget to fill in-house; franchise development, real estate, construction, digital, social, graphic design, and public relations. Audited all technology solutions while creating RFPs to identify partners for brand and studio websites, POS, CRM, phone system, customer door access system, etc. Worked with founder and team on strategic planning and operations using the EOS model.

VP of Franchising/President/VP of Marketing

Pet Supplies Plus/Wag N' Wash

2019-2022

- As VP of Franchising, I led the Wag N' Wash corporate team, franchisees and stores with integration into the Pet Supplies Plus systems. Integration included overhauling all technology, POS, online scheduling tools, website, eCommerce platform, financial reporting, merchandising, marketing, inventory, and more.
- As President, identified the financial and operational needs to find a capital partner or sell the business. Presented options to Founders and the company was sold to Pet Supplies Plus within 10 months.
- While VP of Marketing, I overhauled the marketing department, brand, strategy, website, email marketing platform, asset management solution, digital strategy, paid media, online reputation and social media tool, loyalty program, agency partners, brand video, creative and imagery, and trial offers. Launched a new eCommerce site for online shopping, auto orders and delivery in the midst of COVID.