JULIAN MERCER

FRANCHISE OPERATIONS MANAGER

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PROFESSIONAL SUMMARY

Franchise Operations Manager with 12+ years supporting restaurant franchisees across multi-state territories. Coaches owners on standards, audits, and profitability, and launches new locations on time while protecting brand quality and franchise relationships.

PROFESSIONAL EXPERIENCE

Senior Franchise Operations Manager Apr 2021 - Present
Domino's, Ann Arbor, MI

- Support 65 franchise stores across three states, visiting each at least quarterly to review standards and results.
- Coach owners on labour and food cost, helping a group of 20 stores improve profit margins by about 2 points.
- Raised average operational audit scores from 84 to 91 by sharing a corrective plan template with owners.
- Lead new store openings, with six openings on schedule and above target sales in their first quarter.
- Built a 12-week opening checklist with owners that covered hiring, training, inventory, and local marketing, and it became the standard for later launches.

Franchise Operations Manager Jun 2018 - Mar 2021

- Managed relationships with 40 franchisees and resolved operating issues within an agreed response window.
- Ran food safety and brand standards audits, with 95% of stores passing on first visit by the second year.
- Rolled out a new point-of-sale update in 40 stores with training sessions and on-site support.

Franchise Business Consultant Aug 2015 - May 2018
Papa John's, Louisville, KY

- Advised 30 franchise owners on sales growth, staffing, and local marketing plans for their markets.
- Reviewed monthly financial statements with owners and identified cost savings averaging 3% of sales.
- Hosted quarterly owner roundtables where franchisees shared practices on hiring and local marketing, and attendance grew to nearly all owners in the territory.
- Delivered training for new franchisees and their managers, with all completing certification on time.
- Resolved customer complaints escalated from the franchise network and recorded root causes for follow-up.

Area Coach Jan 2014 - Jul 2015
Pizza Hut, Dallas, TX

- Coached 12 restaurant managers on service speed and cleanliness, raising customer satisfaction scores by six points.
- Led store reviews covering service, cleanliness, and cash controls, and tracked action items until completion at each location in the district.
- Trained new managers on scheduling, ordering, and cash handling standards, and followed up with a store visit within their first month on the job.

CORE SKILLS

Franchise support | Operational standards | Franchisee coaching | Store openings | Audit and compliance | P&L analysis | Food safety | Labor cost management | Territory management | Training delivery | Brand standards | Relationship management | POS systems | Field visits | Performance reporting

EDUCATION

B.S. in Business Administration, Michigan State University Broad College of Business, East Lansing, MI

CERTIFICATIONS

Certified Franchise Executive (CFE) | ServSafe Manager | Lean Six Sigma Yellow Belt