

Jen Abernathy



Achievements

- Led North American franchise sales team responsible for 350+ NRG in under 12 months
- Reinstated monthly Discovery Days after 4-year hiatus
- Overhauled process for Real Estate and Deals Approval Committees
- Founded Women of Firehouse ERG
- Advisory Board for Women in Restaurant Leadership (2023-present)

Experience

10/2022–9/24

Director, Business Development US & Canada • Firehouse Subs (Restaurant Brands International)

Director, Real Estate & Business Development US&C (2/23-6/23)

Founder, Global Chair, Women of Firehouse (4/23-9/24)

- **Responsible for NRG pipeline growth across US & Canada including:** expansion of existing franchisees while transforming traditional growth strategy of the brand, sourcing new franchisees, reestablishing Discovery Day, creating/leading weekly real estate and deals committees, penetration of new markets, partnering on market planning strategies, leading development of two CRM solutions, launching digital franchisee sourcing campaigns
- **Managed \$30M incentive program driving 350+ NRG** into pipeline in US & Canada in 12 months
- **14% lift in New Restaurant Opening Sales** by improving and accelerating site selection and deals approvals
- **Curated and managed a remote team** of 4-7 across two functions simultaneously
- **More than doubled Canadian market** presence in 2 years

7/2021–10/22

National Account Executive • VGS Studio D

- **Generated more contracts in first year than any prior National Account Executive** with a focus on emerging restaurant brands in need of new prototype design/go-to-market strategy
- **Orchestrated complex, multi-phase deals** involving collaboration between multiple internal and external business units
- **Founded and led an internal/external Council** focused on establishing VGS as the leader in the Cannabis vertical, as well as curating data for whitepaper development – resulting in \$2M+ pipeline in under 6 months



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2/2019–7/2021

Director, Business Development • CBRE

- **Cultivated multi-million-dollar contracts** for FM services at domestic/ international multi-unit operators in US and Canada
- **Managed front-end sales cycle**, and partnered with internal stakeholders to implement trade services agreements across client portfolios upon contract execution
- **Developed and presented complex client solutions** which required collaboration across multiple business units
- **Generated \$490M opportunities** in 24 months

1/2011–2/2019

Midwest Regional Sales Manager • Construction Specialties National Accounts

- **Strategically approached an 11-state territory**, selling to Director-level and above design and construction executives at global restaurant, retail, grocery, banking, and medical operators
- **Trained new sales managers and sales support**
- **Managed entire sales cycle** – lead generation, cold calls, consultations, proposal development, test phase, recurring sales, up-sell additional product lines
- **Collaborated with cross-functional teams** to develop new and custom products
- **Participated on strategic taskforces** such as product innovation, company rebranding, showroom development, tradeshow coordination and evaluation, Salesforce.com implementation, and event production, website development

1/2009–10/2010

National Accounts Representative • ISP Painting

8/2007-1/2009

Client Development Coordinator • Hanlin Rainaldi Construction

Education

The Ohio State University, Columbus, OH

B.A., Strategic Communications; Minor in Business Administration