

# **MICHAEL SHERLOCK**

## **Leadership, Growth, Direction .**

**From \$6M to \$46M in 3 Years!**

Driving a company's share price from 56c to \$3.40 in just over 3 years is a long way from being in a yoga cult in the 1970s.

But that's the journey undertaken by Michael Sherlock as he transformed an ailing brand, Brumby's, into an Australian business success story.

In July 2007 Michael resigned as Managing Director of Brumby's after it was purchased by the ASX listed company, RFG for \$46M.

During his university days he became involved with a health and education foundation lead by a yoga teaching Indian guru .To support their work the foundation established what became the Brumby's chain.

Under Michael's leadership as CEO, Brumby's underwent an incredible transformation.

From a financial basket case in the late 1990s in danger of collapse Brumby's emerged as a highly regarded franchise system with over 320 bakeries.

Michael has appeared on high profile TV and Radio, current affairs, news and breakfast television programs as well as being featured in all leading newspapers and magazines on issues such as his innovative management techniques and business strategy.

Michael is a contributor to the bestselling book "Top Franchise CEO's Secrets Revealed".

Michael's unique combination of hands on experience in food, retail and franchising combined with the content and visuals of his presentations make him an exceptional presenter and keynote speaker. Along with his distinctive humour and references to his inspiration in rock and roll, the audiences gain real insights that they can apply to their own businesses.