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How are you anticipating your franchise sales to perform this festive season?

- Less than last year
- Same as last year
- Better than last year
- Unsure

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Centre appoints franchise expert to Adjunct Professor

Written on the 10th of May 2013 by Fiona Taylor

Griffith University's Griffith Business School (GBS) has appointed prominent franchising expert, Michael Sherlock to the position of Adjunct Professor.

Former Managing Director of Brumby's, Mr Sherlock grew the brand from an ailing set of bakery shops in the late 1990s to position the franchise as the second largest bakery franchise system in Australasia with more than 320 bakeries by 2007.



Under his leadership, Brumby's share price rose from 56 cents to \$3.40 in just over three years.

In July 2007, Mr Sherlock resigned from the franchise after ASX-listed company RFG purchased Brumby's for \$46 million.

With more than three decades of franchising experience, he now consults to several franchises and sits on a number of advisory boards as a strategist and mentor, drawing on his vast experience in food, retail and franchising management at the top level.

Mr Sherlock said he looked forward to sharing his wealth of experience with the franchise sector through the Griffith Business School's Asia-Pacific Centre for Franchising Excellence.

"After many years of experience in franchising, I'm looking forward to giving back to the sector that has looked after me all these years to now pass on the benefit of my experience through the Asia-Pacific Centre for Franchising Excellence," Mr Sherlock said.

Adjunct Professor Sherlock's appointment builds on his existing links with the Centre as a member of the Centre's Advisory board.

Centre Director and GBS Dean of Learning and Teaching Professor Lorelle Frazer said the School was delighted to have a prominent, high profile franchise leader such as Mr Sherlock, who would provide strategic insight to both the Centre and sector.

"Mr Sherlock's expertise, skills and experience will further strengthen the Centre's strong industry links and provide valuable strategic insights to both the Centre and the sector," she said.

Mr Sherlock's appointment as Adjunct Professor will provide further opportunities to make his skills and expertise available through the Centre's website as well as a number of upcoming initiatives.

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Author: Fiona Taylor

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