

Franchising

our essential guide to buying a franchise

Become a member Login

HOME NEWS INSPIRE OPPORTUNITIES ADVICE ISSUES SUPPLIERS DIRECTORY EVENTS MAGAZINES VIDEO AWARDS

Home / News /

Former Brumby's MD now adjunct professor at Griffith Business School

14 May, 2013 Sarah Stowe 0 comments

Tweet 2

0

Like 0

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

A former managing director of Brumby's, 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, 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 experience in food, retail and franchising management.

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," he 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 he 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.

Read more about:

qld, education, Asia Pacific Centre for Franchising

« Previous | Next »



Michael Sherlock, former MD at Brumby's, and franchising consultant, has been appointed Adjunct Professor at Griffith Business School.

Latest News

Jim's adds glazing business to franchise opportunities UPDATED

New cost-conscious, flexi-franchise model at Keen to Clean

Online platforms boost franchise brands: survey

Games2u launches new entertainment model

The Cheescake Shop launches new website and online ordering

Latest comments

Most read

FindFranchisePA

Excellent article above!

What happens if my business partnership breaks up? · 3 hours ago

Angela

Is the chicken they serve also raw?

Fast food goes raw · 2 days ago

Christopher Sichter

It went broke and closed.

Vanuata gets first SPAR store · 1 week ago

Franchising on Twitter

New Grill'd initiative rewards top franchisees, staff members: Gourmet burger company Grill'd has started roll... <http://t.co/7TscHlnmhl>

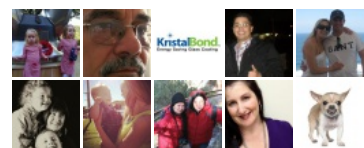
Betta Home Living announces winner of its latest competition: Brisbane based admin officer and mother of two K... <http://t.co/HVCyeiX7H9>

Fastway Couriers helps drive Multiple Sclerosis initiative: Fastway Couriers has partnered with MS Australia t... <http://t.co/DPF2G07065>

Follow @franchisingau 1,155 followers

Franchising magazine Like

931 people like Franchising magazine.



Facebook social plugin

Excellence, Griffith University

Related articles



Superfinish Express signs up three new recruits 0



Rockhampton store wins Betta's Retailer of the Year award 0



Rugby league great partners Night Owl 0



Big4 park tops Aussie favourites list 0

ALSO ON FRANCHISE

AROUND THE WEB

What's this?

How to Detect Sociopathic Behavior Upon Meeting Someone for the First

Five Hot States You Must Live In To Start a Small Business AMEX Open Forum

Gwyneth Paltrow, Sarah Jessica Parker, & Jessica Biel Attend the Blue

8 Shortcut BBQ Recipes Food Network

0 comments

★ 0



Leave a message...

Oldest ▾ Community

Share

Franchising is packed full of the most relevant information on current franchising issues, industry trends in Australia and overseas, brand and marketing expertise, legal and financial advice, and franchisee experiences to help potential franchisees gain a thorough understanding of franchising before investing in a business.

Contact us
About us
Advertise with us
Terms & Conditions
Privacy Policy

Franchise Business
Hospitality Magazine
View all our sites

© 2013

[Back to top](#) ▲