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SHERRI SEIBER

Helping Others Become Their Own “Boss Lady”



During our month devoted to women in the franchising industry, the Franchise Journal would be remiss if we failed to honor someone who has helped countless women fulfill their dreams of franchise business ownership. As the COO of FranFund, Sherri Seiber is a true pioneer in franchising and thrives on helping others become their own “Boss Lady”.

FranFund was founded in 2006 after Sherri’s husband, Geoff Seiber, recognized the need for a financial partner in the franchise industry who could provide multiple

funding solutions under one roof. Intimately familiar with franchising through his experience at the franchisee and franchisor level growing brands like Domino’s Pizza and Great Clips, then later as franchise consultant, he still needed additional leadership to achieve his vision of a one-stop-shop funding concept with a boutique feel through a high-touch experience.

A leader by nature, Sherri has been described as a force to be reckoned with while also the most approachable person in the room. That combination of power and personality is the recipe for her success. During her successful 20+ year career in the telecommunications industry, Sherri traveled the world meeting with some of the most powerful CEOs in Asia and learned from them what

it takes to grow an idea from a hobby to a global business.

So, when Sherri left the corporate world in 2008 and joined the family business, that wealth of experience, coupled with her operational and marketing expertise, immediately became crucial catalysts to FranFund’s growth.

And grow it did. To date, FranFund has helped thousands of individuals, including many female entrepreneurs, find the funding needed to start their own franchise. When it comes to business, Sherri and the team at FranFund take their role in helping people start their own business very seriously. As she has said before, “Starting or buying a business can be a frightening thing for first-time entrepreneurs. It’s

“STARTING OR BUYING A BUSINESS CAN BE A FRIGHTENING THING FOR FIRST-TIME ENTREPRENEURS... IT MAKES A HUGE IMPACT WHEN BUSINESS OWNERS HAVE A TRUSTED FUNDING PARTNER ON THEIR SIDE WITH CONSTANT SUPPORT AND COMMUNICATION.”

—Sherri Seiber, COO, FranFund



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probably one of the most expensive things they've ever taken on, and it's a serious commitment. We over communicate and educate because communication and knowledge reduce fear. It makes a huge impact when business owners have a trusted funding partner on their side with constant support and communication."

But Sherri's influence is not just limited to assisting franchisees in the start-up phase. As an educational leader in the industry, she serves as a mentor and advocate throughout the franchise process, and can regularly be found moderating a conference panel, speaking at a small business seminar, or participating in a podcast. Basically, if it involves franchise funding, Sherri Seiber is your "go-to girl".

Over the years, the Seibers have created a unique culture at FranFund where every employee is treated like a member of the family and encouraged to be themselves. They've also in that time created many opportunities for the advancement of women in the industry. "Franchising provides so many opportunities for people from all walks of life and the industry is full of successful



women at all levels," Sherri explains, "This is especially true at FranFund, where women hold a majority of our leadership positions and almost all of our leaders have advanced internally. Our strategy is always to find the best person for the job."

Today, Sherri gets to share her knowledge and experience with people just starting out on their business ownership journey. Her expertise spans beyond telecommunications and franchise financing. She has mentored countless women on the delicate balancing act of raising a family, growing a business and everything else it takes to become a boss lady. We salute you, Sherri Seiber, as a

powerful leader and advocate for others looking to follow in your fabulous high heels.

MORE ABOUT SHERRI SEIBER

With more than a dozen years under her belt at the company founded by her husband of nearly 40 years, Geoff Seiber, Sherri Seiber already had a very successful career in the telecommunications industry when she decided to join FranFund. As the COO of FranFund, which creates and administers custom funding solutions for entrepreneurs looking to start or grow their small businesses, Sherri is responsible for business development, operations and marketing...to name a few things. Sherri serves as a mentor and advocate to women seeking their first business as well as to her employees. She can also be found moderating a panel, speaking at a seminar or hosting a webinar. Basically, if it involves franchise financing, Sherri Seiber is your go-to girl.