

Bio for Mike Husman

Summary

Mike has devoted over three decades of his life to building highly successful businesses in several different industries (consumer finance, restaurants, health, and business consulting and coaching). Through his leadership he has helped these companies experience high growth (sometimes even extreme growth), strong revenues, and profits. Mike has been owner or C-Level executive in these organizations with revenues in the millions to over \$1.5 billion. Mike attributes three capabilities as the top reasons for his success, 1) hiring and developing **Top Leaders**; 2) hiring, developing, and keeping **Top Talent**; and 3) **Strategic and Financial Planning**. These strengths were developed and proven through decades of business success, tempering through the fires of two public offerings, and working with several very successful capitalists.

Expanded

A career senior executive and entrepreneur, Mike has been integral in building successful companies for over 35 years. Mike's varied businesses over his career represent different industries and business models, but everyone reflected Mike's life-long commitment to delivering true value to customers. The mechanisms to ensure that the companies kept their promises to their customers, employees and investors varied from situation to situation, but all shared some common denominators including exceptional customer service and delivering high quality, "as promised" products faster, better, and less expensively than the standard for the industry each company was in. Mike realized to accomplish these high standards the highest quality Leadership and Employees had to be the cornerstone for each company he managed. Mike's success with selection, motivation, development, and team have produced some of the most exciting business successes, as well as hundreds of people who would go on to succeed in numerous entrepreneurial endeavors and upper level management positions.

Mike's first company success was with Carabo, Inc. which was a franchisee of Bojangle's Famous Chicken and Biscuits. In 1979 Mike was a manager of the first restaurant and by 1993 Carabo, Inc. had grown to 29 restaurants and the most successful franchisee in the Bojangle's franchise system. In fact, due to the strength of Carabo, the company attempted to purchase the entire Bojangle's franchise system but ended up being bought by the franchisor to take the concept public. At the time of the purchase of Carabo by the franchisor Mike, who was President of Carabo, agreed to work with the franchisor, Bojangle's of America, as Executive Vice President with the charge to strengthen the company operations to make the company ready for an IPO within one year. Improvements to company operations included improving existing company branch operations and profitability, adding another 35 company branches, improving the franchise services department to improve franchisee operations, revamping the company register systems to improve tracking, and developing and implementing new employee training, development and scheduling programs. Although the public offering failed due to problems outside restaurant operations, these operational changes and improvements were implemented and positioned the company for a subsequent successful private equity placement.

In 1997 Mike developed and founded his first entrepreneurial concept, Baker's Row Café which was one of the early pioneering concepts of a casual dining bakery café. Mike developed the entire concept over a year and opened his first restaurant in Columbia, South Carolina. The restaurant grew well in revenues and produced just over \$800,000 in revenue for the first year. A year into the operation of the new concept he was approached by an investment group who was starting up a promising business in consumer financial services. Weighing the potential financial rewards of this new opportunity versus his dream of his own restaurant concept, he chose the much greater potential of the new financial services company.

In 1998 Mike joined the consumer financial services company Advance America, a choice that was the start of his involvement in the most successful business venture of his business career. Over Mike's 7-year tenure with Advance America, the company grew from 20 branches to over 2500 branches and a successful public offering of over \$1.5 billion dollars in 2005. As the company grew Mike filled different management positions until 2001 when he took over the position of Executive Vice President, COO. Throughout his tenure Mike was involved in many aspects of company operations, including direct responsibility for opening over 500 branches, acquisition and merging of other companies into AA, real estate selection, new product development, branch marketing, computer systems for operations, debt collection policies and practices, and more. Mike was proudest of his intimate involvement in the largest challenges of building a 2500 branch company in 7 years; bringing on large numbers of Top Leadership and Talent to sustain the company growth while at the same time providing world class customer service.

In 2005 after the successful IPO of Advance America, Mike having discovered how business coaching could produce rapid and long-term success in many different business situations, decided to use the coaching and business skills developed over 25 years to help business owners and executives reach high levels of profitability and develop high performing teams. Mike found two business coaching concepts which provides an excellent vehicle for helping people in business and purchased franchise territory development rights in a few parts of the country. The two concepts purchased were AdvCoach which helps business owners improve their business success through improved profits and team, and The Entrepreneur's Source which coaches people through a discovery process to find a business that is the right business for them. Both are part of Coaching Ventures, Inc. (or WeGetBiz.com).

Since 2006 Mike has also kept his entrepreneurial interests alive by involvement in several new business ventures including a national consumer finance company, a hospital based medical weight loss franchise, and a children's health concept.

Since Mike finds everything about business and helping others fun and fulfilling he presently spends time writing a book on Leadership and Top Talent due out in 2020, and speaking on a variety of topics with primary focus on Leadership, Top Talent, and Business Intelligence. Mike is married with two daughters, two granddaughters, two grandsons, and two granddogs. He lives in South Carolina with hobbies including reading, golf and woodworking.



Copyright 2018 – All Rights Reserved

Coaching Ventures, Inc.

WeGetBiz.com

