Jason R. Anderson, MBA

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**Chief Strategy Officer, Business Development & Go-To-Market** executive with 15 years of award winning and well documented success. Published author, Forbes 30 under 30 recipient and United States Air Force active duty on 9/11 veteran. Led the charge with creating the world’s largest coworking franchise with 120+ locations in 8 countries. Occupying more than 1.5M square feet of commercial real estate and over $250M of real estate development. Top producing VP of Sales for world’s largest M&A and business brokerage firm.

**Professional Experience**

**United Franchise Group*,*** West Palm Beach, Florida *2012 to Present*

* As the Regional Vice President for Transworld Business Advisors M&A Franchise. I was the Top producing sales executive, growing the brand to become the world’s largest business brokerage. My individual contributions & sales represent over 35% of the company’s total annual revenues. I oversaw and traveled between Los Angeles & Texas covering the entire Southwestern & Western United States
* As the Director of Franchise development, I led the digital transformation & strategy accounting for a 25% decrease in marketing spend, with a 200% increase in sales revenue. Oversaw the development of our CRM & SAAS platforms. Revamped sales & trade show processes & procedure. Leading the company to a 200% revenue increase in its 30th year in business. Proficient in FranConnect in other franchise related CRM’s.
* As the President of Accurate Franchising, I conceptualized a new product offering, and with a team of 3 people, we created the world’s largest franchise consulting company. Representing over $8M in annual consulting revenue, working with clients worldwide on scaling and growing their businesses.
* As the President of Venture X, I drove the growth of the brand from 10 locations to 50 open locations in 7 countries in just 3 years. With full P&L responsibility I led the brand through Covid, while still increasing YOY sales & revenue. Venture X today occupies over 1M square feet of commercial real estate, and we've built out over $150M in real estate development.
* As the President of CoWorks, I led the charge for the acquisition of Office Evolution. With over 75 locations across the United States, they were largest coworking franchise in world. Combining with Venture X we now have over 125 locations in 8 countries making us the 4th largest coworking company in world.
* As the Chief Strategy Officer, I create a compelling company vision, communicate that plan with all involved, and execute the business initiatives and sustaining implementation efforts. Overall responsibility for the development and strategies to accomplish financial growth within the company.

**Omni Asset Mgmt. Group*,*** Dallas, Texas *2005 to 2012*

* Led my real estate team of 12 agents to $5M in sales, in first full year. Sold real estate brokerage to Halo Group Inc (HALN) in 2010. Drove our growth to become the 8th largest real estate brokerage in the State of Texas by number of transactions. Featured on the hit Reality TV show "My First Home" as the premier broker in Dallas, Texas. Also filmed a pilot for Million Dollar Listing Dallas.
* As the President of Halo Group Realty, I drove the growth to over 185 agents, 40+ transactions per month and $20M+ in sales. Nominated for and won the Forbes 30 under 30, Realtor Magazine 30 under 30, and the Dallas Business Journals Minority Business leader award in this role. Developed a real estate technology platform that revolutionized online real estate sales processes and methodology.
* Became the broker of record for a real estate technology platform that grew to 45,000 agents, with over $3B in real estate sales nationwide. The company was acquired by News Corp (NWS) for $210M in 2018.

**United States Air Force*,*** United Kingdom *2000 to 2005*

* Avionic Electrical Engineer
* Joined at 17 years old, and honorably served on active duty stationed in United Kingdom on 9/11

**Education, Certifications & Licenses**

**American Intercontinental University**

* Master of Business Administration (MBA) in Marketing (2008)

**Harvard Business School Online**

* Certificate in Entrepreneurship (2019)

**Cornell University**

* Certificate in Marketing (2016)

**PricewaterhouseCoopers (PWC)**

* Certificate in Data-Driven Decision Making (2019)

**International Franchise Professionals Group**

* Certified Franchise Consultant

**SimpliLearn**

* Lean Six Sigma Greenbelt (2019)

**Active Real Estate License’s**

* Texas (2007)
* Florida (2015)
* California (2016)

**Inactive Licenses:**

* Mortgage License
* Insurance License

**Notable Awards & Publications**

[Forbes 30 Under 30 – Real Estate](https://www.forbes.com/pictures/mhj45gjkk/jason-anderson-president-broker-halo-group-realty-29/#23019eb17d46)

[Cover of Realtor Magazine – 30 Under 30](https://magazine.realtor/30-under-30/jason-anderson)

[Dallas Business Journal Minority Business Leader Award](https://www.bizjournals.com/dallas/print-edition/2012/02/10/jason-r-anderson---minority-business.html?page=all)

[Published Author – How to Franchise Your Business](https://www.amazon.com/How-Franchise-Your-Successful-Business/dp/B08JTXJC1F/)

[South Florida Business Journal Fast 50](https://www.franchising.com/news/20190819_venture_x_honored_as_one_of_south_floridarsquos_fa.html)

[Entreprenuer.com](https://www.entrepreneur.com/article/334235)

[Thrive Global](https://thriveglobal-com.cdn.ampproject.org/c/s/thriveglobal.com/stories/life-and-leadership-lessons-i-learned-in-the-military-raise-your-hand-speak-up-with-jason-anderson-and-marco-dehry/amp/)

[Everything CoWorking](https://www.everythingcoworking.com/episodes/103)

[Franchise Euphoria](http://franchiseeuphoria.com/determining-business-right-franchising-jason-anderson-venture-x/)

[Palm Beach Post](https://www.palmbeachpost.com/news/20190226/jason-anderson-leads-venture-x-co-working-space-in-cityplace-gardens)

[Black Enterprise](https://www.blackenterprise.com/heres-why-your-next-big-investment-should-be-in-the-coworking-space/)