

MIKE'S BIO



Summary

Mike Husman 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 the owner or C-Level executive in these organizations with revenues in the millions to over \$1.5 billion. Mike attributes acquiring, developing, and keeping top talent as the prime reason for his success. His top strengths developed and proven through business success and tempering through the fires of two public offerings, and working with several top capitalists include; finance, strategic planning, marketing, and advertising, capital acquisition, and top talent.

Expanded

A career senior executive and entrepreneur, Mike has been integral in building successful companies for over 30 years. Mike's various businesses over his career represent different industries and business models, but every one reflected Mike's life-long commitment to delivering real value to customers. Mike realized to accomplish this success; the highest quality 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 12 to 18 months. Mike led his team through many operational changes and improvements which positioned the company for the public offering, but the IPO failed due to problems outside restaurant operations. However, this preparation enabled the company to complete a successful private equity deal shortly after.

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 unique opportunity versus the dream of his restaurant concept, he chose the much higher 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 in 2005. As the company grew, Mike filled different management positions until 2001 when he filled 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 most significant challenge of building a 2500 branch company in 7 years, bringing on large quantities of top talent to sustain the company growth while at the same time providing world-class customer service.

After the successful IPO of Advance America in 2005, Mike decided to use his coaching and business skills to help business owners and executives reach higher levels of profitability and value. Mike found two business coaching concepts that provided 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 that helps business owners improve their business success and The Entrepreneur's Source, which coaches people through a discovery process to find a business that is the right business for them.

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.



Our Purpose
Help Business Leaders & Owners
IMPROVE VALUE Personally and
Organizationally

