



JIM GEORGE

President and CEO of The Snip-its® Corporation

Jim George is the president and CEO of Snip-its Hair Cuts for Kids® – the nation’s largest salon franchise catering to children. Jim was hired by Snip-its creator and founder, Joanna Meiseles in 2007 as a consultant. In 2008, he joined the Snip-its company full time as COO, and he is now in his fourth year as president and CEO.

With more than 25 years of experience in operations and marketing management, Jim has achieved success at a variety of companies, where he has been instrumental for the growth, development, and increased profitability of their businesses.

Jim was formerly the president and COO for HCX Salons International, a franchisor of Haircolorxperts salons, based in Fort Lauderdale, Florida. Haircolorxperts was the first salon franchise concept that focused on large-scale market expansion in the premium hair color market. In this position, Jim directed the Marketing, Education, Operations and Product Sales departments, and facilitated the restructuring of the company. Under his tenure, HCX Salons achieved a \$16.00 average check increase and seven quarters of double-digit comparable salon sales increases.

Previously, Jim served as COO of Street Eats Limited, a company wholly owned by Weisman Enterprises in Minneapolis, Minn. While at Street Eats, he directed P&L responsibilities and headed up the strategic planning and concept/brand development. Jim also negotiated contracts, created new business opportunities and developed relationships with national accounts, including Home Depot and Bass Pro Shops.

Prior to joining Street Eats, Jim was the vice president and general manager of The Barbers, headquartered in Minneapolis, Minn. The Barbers’ brands included Cost Cutters Family Hair Salons, City Looks Salons International, and We Care Hair Salons. Jim directed the smooth integration of The Barbers to Regis Corporation and grew multiple brands, expanding from 100 to 1,000 locations nationwide. During his tenure at The Barbers, he led the development of customized marketing/operations programs for Cost Cutters inside Wal-Mart Super Centers, resulting in accelerated expansion of locations (50% growth over 5-year period). The company opened 90 new retail locations annually and ultimately achieved a 96% franchisee success rate in a 10-year period.

Earlier in his career, Jim held several marketing management positions with International Dairy Queen and USA Cafes.

Along with being the president and CEO of Snip-its, Jim is currently a multi-unit franchise owner of Massage Envy therapeutic massage clinics.