

LARRY STRAIN, CCIM

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EXECUTIVE BIOGRAPHY



20-year industry veteran experienced in rapid store development across multiple US markets

Brand strategist involved with unprecedented growth for large multi-national companies

Rare hands on expertise in both corporate and franchise-developed business models

Executive Strengths

- New Store Development
- Growth Management
- Process Improvements
- Pipeline Development
- Business Strategy
- Regional Operations Management
- Franchise Development
- Complex Deal Negotiations
- P&L / Budget / Cost Control
- Real Estate / Design / Construction
- Due Diligence and Acquisitions
- Market Intelligence
- Broker Relations

Larry Strain is an industry-respected growth driver bringing >20 years of success **steering retail expansions for high-profile brands—McDonald’s, Starbucks, Dunkin’ Brands, Global Partners, and others.** He has been directly involved with managing, developing and training multiple disciplines within store development business units for large complex organizations while carrying ultimate financial responsibility for multimillion-dollar CAPEX & OPEX budgets.

Reputed as a retail development thought leader and business strategist, Larry is also a Certified Commercial Investment Member (CCIM) and Founder of Restaurant Development Experts, LLC. Throughout his career, he has been credited with developing synergistic relationships with franchisees, business owners, and CXOs while leveraging his track record in the development and execution of strategic growth plans for globally recognized retail brands.

Since 2015, Larry has been serving as SVP of Real Estate and Development at Global Partners, LP. **He was hired to direct all aspects of store design, real estate, construction and market planning of >900 stations.** In this role, he was instrumental in developing a new prototype store design integrated with enhancements in product offerings, customer experience, operational execution, corporate social responsibility, and LEED inspired design elements. He modernized the department’s organizational structure and implemented new processes and procedures specifically designed to help fuel rapid store development. He played a key role in instilling a forward-thinking, client-centric culture for an 80-year-old company struggling with innovation.

Since 2013, Larry has managed Restaurant Development Experts, LLC. He founded this consulting company to deliver industry-recognized subject matter expertise in various areas of store development. Here, **he created a proprietary market planning system that is designed to value and prioritize trade areas for restaurants/retailers, in any stage of growth, across any marketplace, with incredible accuracy.** His company also provides executive oversight and general consultation in multiple capacities for various companies. Larry **serves as a “Trusted Industry Expert” in the field of franchise development systems.**

Between 2011 and 2013, Larry provided services in store development for McDonald’s USA, LLC. He was recruited to accelerate growth and profitability for new store development in 7 territories in the Southeast region, including establishing innovative market planning methodologies and directing multiple broker/developer/landowner relationships. In this role, **he generated millions in revenue for the company and franchisees through multiple new to industry, raze/rebuild, and major remodel developments. These initiatives earned him the prestigious recognition as a Top Producer in the Atlanta region. He was accountable for managing a territory consisting of >300 assets—enabling McDonald’s and multiple regional franchisees to exceed growth expectations.**

From 2008 through 2011, Larry was the Manager of New Store Development for Dunkin Brands, Inc. **He oversaw the development of >350 self-serve store units with the company’s largest franchisee, Hess, before moving on to managing overall brand growth in the Southeast.** Prior to Dunkin, Larry held multiple store development leadership roles with Starbucks Coffee. He drove significant growth and profitability for multiple business units throughout his eight-year tenure, **capturing Top Producer recognition in multiple roles.**

Larry is currently pursuing the Certified Development Professional (CDP) certification. He has attended multiple specialized courses and corporate trainings in Real Estate Development, Corporate Sales, Relationship Management, and Personal Development from the Dale Carnegie Institute.