

Zoracle Welcomes New V.P. of Brand and Business Development

John R. Wilson, Sr. on board as Vice-President of Brand & Business Development. Wilson is responsible for brand positioning and business (sales) development.

ENCINITAS, CALIFORNIA, UNITED STATES, September 19, 2014 /EINPresswire.com/ -- Zoracle Profiles is proud to announce and welcome John R. Wilson, Sr. as the Company's Vice-President of Brand and Business Development. Wilson is responsible for brand positioning and business (sales) development as well as team leadership. The focus is on extending the culture of relationship building within the franchise community. He will additionally contribute to product and service placement and general executive management responsibilities.



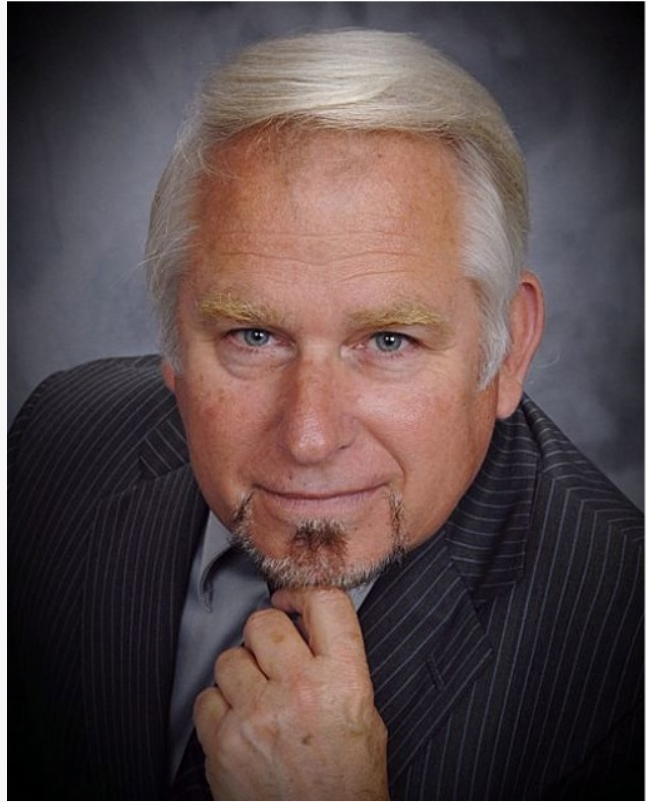
He joins the [Zoracle team](#) from 12 years of franchise industry consulting, project management and consumer counseling. Previously his organizations, Vision Reach and Wilmac, Inc. operated out of the East Valley area of Phoenix, AZ. They provided sales development and operations improvement services to specific franchises. Additionally, they produced assessments to consumers in order to align the goals of the individual to match those of the franchises that contracted with him. In sales Wilson produced over 400 franchise agreements resulting in nearly 780 unit/territory placements with over 25 franchise companies.

“John Wilson’s vast experience as a multi-unit franchisee, franchisor and franchise broker will offer great insight and value to our clients,” says Rebecca Monet, Zoracle’s president and chief scientist.

Wilson also comes to Zoracle with 14 years as a franchisee in the B2B, Service and Retail industry within franchising. He has spent 15 years in executive management roles with various franchises and multi-unit/multi-regional organizations. He has held roles in the franchise community as Sr. Manager of Franchise Legal Services, Director of Franchise Relations, Vice-President of Operations, V.P. of Business Development (Franchise Sales), Chief Operating Officer and Chief Executive Officer with such organizations as AlphaGraphics, ACE Sushi, It’s A Grind Coffee Houses, Konica USA and Real Estate Business Services. He holds a graduate degree in theology, and is Associate Pastor at The Harbor Church and the Dean of The Urban Ministry Institute at TUMI@Embrace! in Ventura, California.

About Zoracle Profiles

Zoracle Profiles assessment tools were developed exclusively for franchise companies. They determine compatibility and predict franchisee and key employee performance. Assessments are science-based, internet-enabled, and mobile ready and have 93.6% validated accuracy for franchisors to select, sell and support franchisees with this proven system. For more information, contact Rebecca Monet at (858) 381-0168 or visit www.zoracleprofiles.com.



John R. Wilson, Sr., VP of Brand and Business Development



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Rebecca Monet - Founder

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