

Nicole Dudley Promoted to Director of Insights & Special Projects by Franchise Business Review

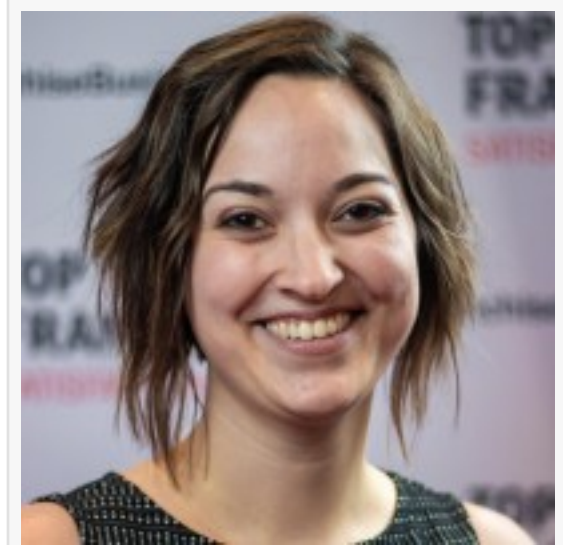
A long-time leader within the organization, Dudley will spearhead development of an innovative resource hub for the franchise community.

PORTSMOUTH, NH, UNITED STATES, January 30, 2025 /EINPresswire.com/ -- [Franchise Business Review](#) (FBR), a prominent leader in franchise market research, is excited to announce that Nicole Dudley has been promoted to the newly created role of Director of Insights & Special Projects.

In her new role, Nicole will lead the development of a premium offering slated for launch later this year designed to provide franchisors with even more actionable data, training resources, peer group communities, and best practices to help them improve franchise performance and achieve their goals. She will continue to work closely with FBR's clients to identify opportunities to help them gather deeper insights and drive the success of their business, as well as work cross-functionally within FBR to create essential operational tools and resources for franchisors that will enhance engagement and elevate the value of FBR's tools and services.

Prior to stepping into her new leadership position, Nicole was the Director of Client Relations. She has been an integral part of FBR's journey since 2010 and has held various roles spanning marketing, development, and operations during her tenure. Her in-depth understanding of FBR's history and evolution positions her uniquely to guide FBR into a future of innovation and deeper client engagement. Known for her strong relationships with clients, she has consistently demonstrated a passion for helping franchisors maximize the insights derived from FBR's [satisfaction surveys](#) and [analytics platform](#) to identify opportunities for growth and success.

"The team at FBR is delighted to be giving Nicole the opportunity to leverage her experience, skills, and relationships to better serve our clients," said Michelle Rowan, president and COO of Franchise Business Review. "The creation of her new role is a strategic move that reflects our commitment to providing franchisors with the best people, tools, and resources in the franchise industry to drive franchisee and employee satisfaction and engagement."



Nicole Dudley, Director of Insights & Special Projects, Franchise Business Review



The team at FBR is delighted to be giving Nicole the opportunity to leverage her experience, skills, and relationships to better serve our clients."

*Michelle Rowan, President &
COO, Franchise Business
Review*

About Franchise Business Review

Franchise Business Review (FBR) is a leading independent market research firm that provides franchise organizations with benchmarking research and best practices to improve franchisee and employee satisfaction and engagement. Since 2005, FBR has been trusted by more than 1,300 top-performing franchise companies to equip them with the human-centric data, insights, and tools they need for long-term growth and success in the franchise industry. Learn more about FBR's franchisee and employee satisfaction solutions at [GoFBR.com](https://www.GoFBR.com).

Ali Forman

Franchise Business Review

+1 603-319-4818

ali@franchisebusinessreview.com

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[YouTube](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/781430165>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.