Troy Hazard

Why Choose Troy

Specific Experience — Pitch Proposition

At a glance

- **Owned 14 companies over 30+ years**
- **Franchise expert**
- **Former Global President of The Entrepreneurs' Organization www.eonetwork.org**
- **Former Chairman of The Board of a business with 1,500 employees in 3 countries.**
- **Current Executive Director of a UK business aggregating auto garages and body shops**
- **National Network TV and Radio business talk show host and media personality in the USA and Australia**
- **Amazon bestselling business author**
- **Certified Speaking Professional (CSP)**
- **Spoken in 26 countries**

Industry experience

Advertising and Marketing

Owned an advertising agency and marketing consultancy, building to $6,000,000 in billings in three years. Won national advertising awards from the mid-80s to the early 2000s.

Current Chairman of Easil, an online print-on-demand and digital marketing business operating in Australia and the USA.

Author of: *How to Get the Edge in Marketing Your Small Business*.

Signature keynote: 'Revenue Through Relationships — developing significant customer connection'.

Aged Care / Care Management

Advisory board member for Bespoke, a workforce solutions company serving the aged care industry (growth and governance portfolio).

Key topics: leadership, staff recruitment and retention, marketing in a cluttered market.

Speaking clients include:

- ComForCare
- Comfort Keepers
- Home Helpers
- HomeWatch Caregivers
- Interim Healthcare
- One Call Care Management
- Right At Home
- Senior Helpers
- Synergy Homecare

Associations / Institutes / Organizations

Spoken at numerous association events including:

- Million Dollar Round Table (MDRT)
- American Mold Builders Association
- American Sports Builders
- Australasian Mutuals Institute
- California Special Districts Association
- Chamber of Commerce
- Council of Smaller Enterprises
- Credit Union Association
- EDPA
- Franchise Brokers Association
- Franchise Council
- Hire and Rental Association
- Independent Lubricant Manufacturers' Association
- Institute of Management
- International Association of Speakers Bureaus (IASB)
- International Car Wash Association
- Manufacturers Association for Plastics Processors
- Master Electricians Association
- Mechanical Service Contractors of America
- Meeting Professionals International (MPI)
- Modular Building Institute
- Mortgage and Finance Association
- NARPM
- Pet Industry Distributors Association
- Pharmacy Guild
- PCMA
- Project Managers Institute
- Restaurant Facility Management Association
- Snow & Ice Management Association
- Tree Industry Association of America
- United Contractors Association
- Women's Foodservice Forum
- World Sign Association
- YPO / EO / CEO

Automotive

Consultant to numerous automotive groups on customer engagement, leadership, and business development strategy. Spoken at automotive events in 3 countries.

- Auto Masters
- Big O Tires
- Car Wash Show
- Grease Monkey
- Goodyear
- Honda
- Kia
- Maaco
- Merlin 200,000 Miles
- Michelin
- PacLease
- Toyota
- Tuffy Tires

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Banking and Finance

Speaks to general audiences on Future/Change, middle management on Leadership, and delivers keynote/workshop series over the course of a year.

Main platform opening keynote at the Million Dollar Round Table (MDRT) — 7,500 attendees.

- AMP
- Bartercard
- Deutsche Bank
- Liberty Tax
- Merrill Lynch
- Mortgage Institute Association
- Qoin
- AXA
- Credit Union Association
- ING
- Mass Mutual
- Mortgage and Finance Association
- PriceWaterhouseCoopers

Board Positions

Outside of his speaking business, Troy sits on several boards in Australia, New Zealand, and the USA:

- **Hanubu — Executive Director: 2026–Present**

  Aggregator of auto garages and body shops in the UK. Portfolio: the development of creative growth strategies and the central services business unit.

- **PowerUP Partners — Non-Executive Director: 2025–Present**

  Aggregator of electrical services businesses (solar and home battery storage). Portfolio: strategic development and systems integration across 4 business units.

- **Easil — Chairman of the Advisory Board: 2024–Present**

  On demand digital print, swag, local area marketing platform. Portfolio: the development of the global business growth strategy.

- **Bespoke Workforce Solutions — Non-Executive Advisory Board Member: 2024–Present**

  Tailored workforce solution in the aged and special care sector. Portfolio: National growth strategy

- **SalesStar — Chairman of the Board: 2023–2026**

  Global sales coaching and transformation business operating in 6 countries. Portfolio: global strategy and growth initiatives.

- **Nuooly — Non-Executive Board Member: 2020–2025**

  SaaS technology business serving the independent professionals sector. Portfolio: content development, growth, and governance.

- **Poolwerx — Chairman of the Board: 2019–2023**

  Aftermarket retail and service pool business across Australia, New Zealand, and the USA. Portfolio: global strategy, M&A, and growth. Engineered the sale to private equity in 2022.

- **Poolwerx — Non-Executive Board Member: 2016–2019**

  Led US market entry strategy via M&A; acquired 3 businesses to launch the franchise system internationally.

- **CEQ — Non-Executive Board Member: 2017–2018**

  Industrial electrical services business. Portfolio: marketing, positioning, and organisational efficiency for growth.

- **Horan and Bird — Non-Executive Board Member: 2012–2014**

  Residential electrical services. Portfolio: positioning for growth, governance, and operational efficiency.

- **The Entrepreneurs' Organization — Global President, Global Board: 2006–2007**

  Led the globalisation of the world's largest entrepreneurial network.

- **The Entrepreneurs' Organization — Non-Executive Board Member, Asia Pacific: 2000–2003**

  Grew the Asia Pacific region via new chapter launches, operational excellence, and global alignment.

Children / Youth Market

Previous significant shareholder in one of Melbourne's largest children's playground hire companies.

- Engineering For Kids
- iNine Sports
- Pump It UP!
- The Little Gyms
- Goddard Schools
- Jump Bunch
- Soccer Shots
- The Rainbow Station

Dealer Groups

Spoken at several dealer groups at their annual events. Assisted in the transformation of dealer groups into franchise groups and public companies.

- Carecraft
- Mingledorff's
- PacLease
- The Professionals Real Estate
- Dog Guard
- Morrison Plus
- SiteOne
- Think Water

Entrepreneurship / Business Growth / Future / Change

Owned 14 companies over 30+ years. Global President of the Entrepreneurs' Organization 2006/7.

Built a US business from a standing start to $50M in annual revenue in 5 years, with an exit to private equity. Built an Australian business from $3M in annual revenue to $35M in 3 years.

Amazon bestselling author of *Future-Proofing Your Business: Real Life Strategies to Prepare Your Business for Tomorrow, Today*.

Signature keynote: 'Future-Proofing Your Business'.

Fast Food / QSR

Business development consultant to Baskin Robbins, Eagle Boys Pizza, Hogs Breath Café, Subway, and Wendy's.

- Baskin Robbins
- Café BBs
- Cobbs Bakery
- Donut King
- Eggs Up Grill
- Buffalo Wings & Rings
- Capriottis
- Coffee Club
- Eagle Boys Pizza
- Hogs Breath Café

- Hungry Howie's
- McDonald's
- Pita Pit
- Red Rooster
- Smoothie King
- Sweet Peppers Deli
- Tropical Smoothie
- Wingstop
- International Pizza Expo
- Papa Murphy's Pizza
- Qdoba
- Round Table Pizza
- Subway
- Taco Johns
- Wendy's

Franchise

Former Chairman of the Board of SalesStar — a franchise business operating in 6 countries.

Former Chairman and shareholder of Poolwerx — 160 retail stores, 600 mobile service units, 425 territories, 1,500 employees in 3 countries. Engineered the sale to private equity in 2022.

Leading franchise business consultant for 30+ years, consulting to over 300 brands in 16 countries. Franchisee twice.

Host of two national network franchise TV shows: 'Inside Franchising' and 'Don't Come Monday'.

Signature keynotes: 'Future-Proofing Your Franchise' and 'Purpose, Passion, People & Profits'.

- 1-800-Flowers
- Action Coach
- American Express Travel
- Baskin Robbins
- Buffalo Wings and Rings
- Chevron / Caltex Fuels
- Citywide
- ComForCare
- Cyclebar
- Eggs Up Grill
- Employ Bridge
- Gold's Gym
- Go Minis
- Hairhouse Warehouse
- HomeWatch Caregivers
- Hungry Howie's
- Jan Pro
- Liberty Tax
- Maaco
- McDonald's
- NAI Global
- Pack Mail
- 7-Eleven
- Altitude Trampoline
- Annex Brands
- Big O Tires
- Cartridge World
- Choice Hotels
- Coldwell Banker
- Complete Nutrition
- Doctors Express
- Elements Massage
- Fiesta Insurance
- Goodyear
- Great Clips
- Hertz
- Honda
- Interim Healthcare
- KIA
- Lowes Home Services
- Massage Envy
- Motel 6
- Orange Theory Fitness
- Papa Murphy's

- Pridestaff
- Pump It UP!
- Rainbow Station
- Right At Home
- Safeguard
- Smoothie King
- Subway
- Thrifty
- Travel Leaders
- True Value Hardware
- Waxing The City
- Wingstop
- Wyndham Hotels
- Prudential Real Estate
- Qdoba
- ReMax
- Round Table Pizza
- Servpro
- Spring Green
- Taco Johns
- Toyota
- Tropical Smoothie
- Tuffy Tires
- Wendy's
- Wireless Zone
- Zaxby's

Global Business

Developed the Entrepreneurs' Organization throughout Asia Pacific and the Middle East in the mid/late 1990s. Spoken and consulted to businesses in Asia Pacific for 25 years.

- 7-Eleven
- Chevron
- Coldwell Banker
- Fisher & Paykel
- Gold's Gym
- Hitachi
- McDonald's
- Merrill Lynch
- PriceWaterhouseCoopers
- Riviera Boats
- Toyota
- Baskin Robbins
- Choice Hotels
- Coles
- Fosters
- Goodyear
- KIA
- Microsoft
- MDRT
- Prudential
- Subway
- Wyndham Hotels

Countries spoken in:

- Australia
- Canada
- Fiji
- India
- Italy
- Korea
- Mexico
- Poland
- Sri Lanka
- Bangladesh
- China / Hong Kong
- Germany
- Indonesia
- Japan
- Malaysia
- New Zealand
- Singapore
- Taiwan

- Thailand
- UAE
- USA
- The Philippines
- United Kingdom
- Vietnam

Hospitality

Lead speaker for six years at Fosters — Australian Hospitality and Leisure Group.

- Lead keynote at the Choice Hotels Asia Pacific annual conference — two years running
- Addressed the Asia Pacific leadership of the Wyndham Hotels group on several occasions
- USA clients: Choice Hotels, Motel 6, and Commune Hotels and Resorts

Legal / Accounting

Partnered with many legal and accounting firms, delivering keynotes to their clients on business topics of the day.

Addressed the PriceWaterhouseCoopers New Management Conference.

Media — TV / Radio / Print

Six years in radio as a top-rating host, production manager, and programme manager.

- Host of two #1 national network business TV shows: 'Don't Come Monday' and 'Inside Franchising'
- Host of 'Gettin' Down 2 Business' on BizTV Cable Network — 30 million US homes
- Regular co-host of The Big Biz Show — CBS Talk Radio to 1.5 million listeners, simulcast on BizTV and YTA Network into 80 million US homes
- Regular business commentator on NBC, CBS, ABC, FOX affiliates and SKY Business TV
- Spoken at numerous Inc. Magazine events in North America
- Nominated for an ARIA (Australian Record Industry Association) award

Multi-Outlet Retail

- Worked with Coles Myer — one of Australia's leading retailers — for 6 years
- Worked with Flight Centre — one of the world's leading travel retailers — addressing their global sales team two years running
- Worked with numerous multi-outlet retail franchise chains

Pizza

Business consultant to Eagle Boys Pizza for over a decade — helped grow from 6 outlets to over 100.

Eagle Boys Pizza franchisee for 3 years; sold the store for 30% more than the purchase price — in the middle of a pizza war.

- International Pizza Expo
- Hungry Howie's annual conference
- Papa Murphy's annual conference
- Round Table Pizza annual conference

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Pool Industry

Consultant to Poolwerx for 20 years; lead keynote speaker at their conference for 17 consecutive years.

- Former Global Chairman of the Board for Poolwerx — led international expansion strategy
- Founding shareholder of Poolwerx USA — built from zero to $50M revenue in under 6 years
- As Chairman, engineered the successful sale of the global business to private equity in 2022
  - America's Swimming Pool Company (ASP)
  - Carecraft Annual Convention
  - International Pool and Spa Expo

Real Estate

Consulted to most Australian franchised real estate groups and leading USA groups, focusing on business operations, sales, marketing, and leadership.

- Owned the #2 Broker office of a real estate agency franchise group (400+ offices)
- Owned a property management company with 1,100+ residential properties under management
- Owned a property development company specialising in residential renovations
  - Coldwell Banker Real Estate (USA)
  - Harcourts Real Estate
  - McGrath Real Estate
  - NARPM
  - PRD Real Estate
  - Raine and Horne Real Estate
  - Realmark Real Estate
  - The Professionals Real Estate
  - First National Real Estate
  - LJ Hooker Real Estate
  - NAI Global (USA)
  - Nationwide Real Estate
  - Prudential Real Estate (USA)
  - Real Estate Institute
  - ReMax Real Estate (USA / Canada)

Technology

Acquired a technology company for $250,000 that was losing $60,000 a month — turned it profitable in 90 days, with a PwC valuation of $7,900,000 three years later.

- Recipient of the Deloitte 'Fast 50 Rising Star' technology award
- Lead keynote on an EMC2 roadshow across 2 countries
- Closing keynote at the Microsoft Worldwide Partners Conference

Travel

Spoken at numerous global conferences for Flight Centre Travel around the world.

- American Express Travel — global conference
- Harvey World Travel — global conference, Hong Kong
- Stage and Screen Travel — Australia, China, USA
- Corporate Traveller — Australia, Hong Kong, USA
- Liberty Travel — USA leadership conference
- Travel Leaders — annual USA conference

YPO / EO / CEO

Former Global President of the Entrepreneurs' Organization (EO) — www.eonetwork.org

- Emceed four EO universities and spoken at EO university and chapter events worldwide for over a decade
- Forum trainer for EO and YPO chapter members for 20 years