



Leadership Team



Gordon Logan

FOUNDER & CHAIRMAN

Prior to opening the prototype Sport Clips in 1993, Logan owned and operated salons throughout Texas. He served on the board of the International SalonSpa Business Network (ISBN, the trade association for chains and franchises representing over 10,000 salons) from 2002 to 2014, served as President from 2008 to 2012, and remains active, working on government regulatory reform.

Since 2011, he has served on the VFW Foundation Board, which directs the charitable efforts of the VFW for active duty service men and women and veterans. He was elected to the board of the International Franchise Association (IFA) in 2013 and currently serves on its Educational Foundation Board and is past Chairman of the IFA VetFran committee. He also is a leader in the Future of Beauty Industry Coalition that is working toward common sense licensing standards in the industry. In 2015, he received the EY Entrepreneur of the Year Award for Central Texas and was honored with the Lifetime Achievement Award by ISBN. Logan has been recognized three times by the IFA: in 2016 he was named the Entrepreneur of the Year, in 2019 he received the Hall of Fame Award and in 2021 he received the William Rosenberg Foundation Leadership Award. He also served on the Board of Visitors for Southwestern University from 2010 to 2013 and currently serves on the Southwest Research Institute Board.

Before he was a salon owner, Logan served as an Aircraft Commander in the U.S. Air Force (1969-1976), after which he worked as a financial planning and control consultant with Price Waterhouse & Co. in Houston, Texas (1976-1980). He is a graduate of MIT (BS, '68), and The Wharton School of Business, at the University of Pennsylvania (MBA with Honors, '76). He is also a retired CPA in the State of Texas.

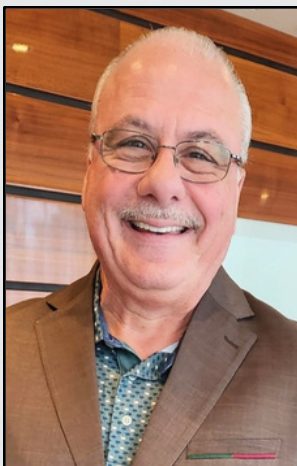


Edward Logan

CEO & PRESIDENT

Edward Logan began his tenure with Sport Clips operating a single store and leading special projects and has worked his way up through several segments of the business over the past decade. Beginning with taking the reins in the company-owned store operations early on, he expanded the footprint from one market, 14 stores and little infrastructure when he joined, to six markets, 70 stores and a highly successful and tenured management team. He was able to translate those successes to rapid growth in franchise territories, helping hundreds of franchisees change the trajectory of their businesses, before taking the national lead in franchise operations, and then beginning his tenure on the Leadership ("Executive") Team as Vice President of Operations for all 1,800 locations. He then made his mark as Chief Operating Officer, leading day-to-day company-wide operations across the entire Support Team. Edward continued this trend as President and COO, having guided the company through key strategic transitions for the business. In 2020, he was named CEO of the brand and was instrumental in leading Sport Clips through the COVID-19 crisis. He is currently President of International Salon Spa Business Network (ISBN).

Edward is passionate about quantifiable results but is most proud of continuing Sport Clips' legacy of being a culture-driven and values-oriented family business, helping Team Leaders (franchisees) build income and wealth for their families, and continuing the company's philanthropic focus on veterans and children. He focuses on keeping Sport Clips' rich history central to its identity, celebrating current successes, and emphasizing continuous improvement and ongoing evolution for the future. Edward attended Duke University and Southern Methodist University in Dallas before beginning his career with Deloitte Consulting as a business consultant.



Vince Burchianti

SECOND IN COMMAND

Vince Burchianti is a seasoned business leader with more than 30 years of experience driving strategic growth, operational efficiency, and team development across the franchise and corporate sectors. As the Second in Command (2IC) at Sport Clips, Vince brings his proven expertise in franchise development, financial strategy, and leadership to support the company's mission of providing championship experiences to Clients and Team Leaders. Before joining Sport Clips, Vince served as Chief Financial Officer for Firehouse Subs, where he played a pivotal role in scaling the company from 33 to more than 1,200 locations through domestic and international expansion. He was instrumental in the \$1 billion acquisition of the brand by Restaurant Brands International, a landmark deal representing a 20xEBITDA multiple.

Vince also led cross-functional teams in areas including finance, franchise development, supply chain, data analytics, IT, and project management, implementing systems and processes that enhanced revenue, reduced costs, and empowered franchisees to thrive. His innovative leadership skills and ability to align business goals with technology integration have earned him industry recognition, including the 2023 OnCon Icon Award for Top 50 Global CFOs and the Jacksonville Business Journal's Ultimate Finance Executive Award. Vince holds a degree in finance from Florida Atlantic University. Known for his forward-thinking approach and collaborative leadership style, Vince is committed to fostering strong organizational cultures and equipping teams to achieve lasting success.



Neelan Choksi

CHIEF TECHNOLOGY OFFICER

Neelan Choksi began a new chapter joining Sport Clips in June 2024 after a long career creating and building software companies. In his role as CTO, Neelan and the technology department support the brand's use of technology to enhance and differentiate the Sport Clips Team Leader, Team Member and Client experience through its technology offerings. He started his career as an engineer at Exxon Research & Engineering and as a consultant at Andersen Consulting Strategic Services before finding his calling as a software entrepreneur.

Over the past 25 years, he served as President and COO and Board Member at Tasktop Technologies (acquired by Planview), Chief Operating Officer and Board Member at SpringSource (acquired by VMWare), CEO and COO of Lexcycle (acquired by Amazon), and President at SolarMetric (acquired by BEA Systems). In that time, he helped raise more than \$200 million in venture and growth equity financing but took equal satisfaction in bootstrapping SolarMetric and Lexcycle to their exits. Neelan shares his experience as an advisor and board member on several start-ups and non-profits and as a mentor at Capital Factory. He holds an MBA with concentrations in Finance and Entrepreneurship from the University of Chicago, an MS in the Management of Technology from Stevens Institute of Technology, and a BS in Chemical Engineering from MIT.



Christina Clarke

CHIEF MARKETING OFFICER

Christina Clarke joined Sport Clips in June 2025 as Chief Marketing Officer, bringing two decades of experience driving sustainable growth, transformation and brand relevance across some of the most recognizable names in the restaurant and consumer goods industries. She previously served as CMO at Raising Cane's where she oversaw brand strategy and marketing execution while leading a 120-person marketing team supporting more than 650 locations. As Global CMO of Wingstop, she led the brand repositioning that launched record-breaking same-store sales growth and accelerated brand momentum across 1,600 locations.

During her time at PepsiCo/Frito-Lay, she held senior roles where she drove national innovation and brand transformation efforts. She has a proven track record of leading large teams, shaping high-growth strategies, and delivering meaningful results across public, private, and founder-led organizations. Christina holds a B.S. in Global Business from Arizona State University, MBA in Global Business from the University of Phoenix and a DBA from Marshall University.



Michelle Bondietti

SVP OF OPERATIONS

Michelle Bondietti serves Sport Clips as Senior Vice President of Operations with more than 30 years of big box retail experience, spending the last nine years as Senior Director of Field Operations for JCPenney Salon and Beauty. Michelle has a consistent track record of delivering initiatives to drive business growth including the implementation of a new Operating Model that disrupted the industry staffing standard for Salon Professionals. She believes in the importance of delivering results through collaboration and empowerment and will leverage these skills to continue to add new Team Members through industry leading recruiting and retention initiatives. Prior to taking on this role Michelle had director level experience leading across the total JCPenney store. Michelle is a graduate of Santa Clara University and holds a Bachelor of Science degree in Marketing, and a certificate in Retail Management.



Sieglinde Irlbacher

VP OF FINANCIAL SERVICES

Sieglinde Irlbacher joined Sport Clips in July 2023 and serves as Vice President of Financial Services. She brings over 25 years of professional experience in Finance, Accounting and Audit working at Big 4 and regional public accounting firms as well as industry roles ranging from small private firms to Fortune 200 multinationals in industries as varied as resource extraction, engineering & construction, professional and financial services and retail. Sieglinde's track record of transforming financial processes through collaborative leadership, data-driven methodologies and an appreciation for the importance of building and maintaining a culture of excellence has helped her establish a reputation as a value creator and solid business partner for Operations. Prior to coming on board with Sport Clips, Sieglinde held senior roles with EZCORP Inc., and AECOM as well as private consulting. She holds degrees in economics and business as well as CPA licenses in Texas and Canada.



Earl Blood

VP OF OPERATIONAL EXCELLENCE

Earl Blood is a 30-year franchise system veteran, and during his career has worked with world class brands such as Sport Clips Haircuts, TCBY Yogurt, and the Mrs. Fields family of brands. Starting his career in franchising in 1987, he has held various positions through the years including Director of Product Development, Vice President of Operations, and currently serves as Vice President of Operations Excellence at Sport Clips. He has been married to his wife Darlene for more than 40 years and they have three sons.



Julie Vargas

VP OF CAREER OPPORTUNITIES

Julie Vargas has been with Sport Clips since the very beginning, having joined with the opening of the first store in 1993. She currently serves as Vice President of Career Opportunities and Talent Engagement at Sport Clips. She and her team are responsible for influencing, trends & new techniques in training, creating excitement and engagement, and driving brand awareness around career pathing and opportunity, to attract and retain stylists across more than 1850+ Sport Clips stores in the United States and Canada.

Throughout her tenure she has served on numerous committees and been a part of educating and supporting many different facets of the industry, some of which include serving 6 years as a Commissioner for the National Accrediting Commission of Career Arts and Science (NACCAS) as well as serving her final year as Chair on the Commission in 2019. In 2024, Julie will be in her 21st year as Chair of the National Technical Committee for the Cosmetology Competition for SkillsUSA Leadership.

Julie has lived by the mantra of always staying humble and kind and holds near to her heart the theory “that nobody cares what you know, until you show that you care.” Julie’s passion for her work today is as strong as it was 36 years ago. She loves the challenges of this ever-changing industry and the success that she has been able to experience throughout her career.



Brent Greenwood

VP OF FRANCHISE DEVELOPMENT

Brent Greenwood, CFE, is a seasoned franchise development executive with nearly 20 years of proven success in driving franchise growth and building recruitment programs. Currently serving as Vice President of Franchise Development at Sport Clips, Brent has led development efforts at industry-leading brands including Clean Franchise Brands, We Sell Restaurants, and Firehouse Subs. As the Director of Franchise Development at Firehouse Subs, he played a pivotal role in scaling the brand from just over 300 to nearly 1,300 locations through domestic and international expansion. Brent's expertise spans the full franchise lifecycle, and he has been honored with multiple industry awards, including top recognition at FLDC 2023. A firm believer in building brands through selective growth, Brent emphasizes a franchise offering process that only awards franchises to the most qualified candidates. As a Certified Franchise Executive (CFE), Brent combines strategic leadership with hands-on experience to deliver measurable results and scalable growth across franchise systems. Brent is a graduate of University of South Florida and holds a Bachelor of Arts degree in Psychology.



Shea Laffere

VP OF REAL ESTATE

Shea Laffere is an experienced real estate executive with 25 years of experience in the industry. He currently serves as Vice President of Real Estate at Sport Clips, where he has been a key team member for over 15 years. Prior to his current role, Shea served as Real Estate Director, playing an instrumental role in expanding the brand from under 400 locations to more than 1,850 across all 50 U.S. states and Canada. Shea's expertise spans the full spectrum of real estate operations, including market analysis, site selection, franchisee relations, and LOI negotiations. His strategic vision and deep industry knowledge have helped fuel Sport Clips' national growth and market presence. A graduate of Texas State University, Shea holds a Bachelor of Science degree in Geographic Information Systems (GIS), combining technical insight with practical real estate applications.



Troy Hackmeister

VP OF FRANCHISE OPERATIONS

Troy Hackmeister joined Sport Clips in May 2023 and currently serves as Vice President of Franchise Operations. Prior to Sport Clips, he worked in Franchise Operations for Regis Corporation, Burger King and Wingstop. During his time at Burger King, Troy was awarded “Franchisee of the Year” and served on the Board of Directors for the National Franchisee Association. Throughout a 35-year career, he has been recognized as an innovative and collaborative leader with a strong track record of building high-performing teams, inspiring new leaders, and driving results with integrity. He and his wife Rhonda reside in Everett, WA and have two kids and three grandchildren.



Chris McBratney

VP OF COMPANY STORES

Chris McBratney joined Sport Clips in March 2022 as Regional Director and was recently named VP of Company Stores, where he will oversee operations of Sport Clips 81 company-owned stores. Prior to joining Sport Clips, Chris spent 23 years with Papa John’s Pizza, working in various roles on both the franchise and corporate sides of the business, eventually becoming director of operations for company stores. With more than 25 years of franchise operations experience, Chris brings invaluable insight to this role.



Erin Smith

SR. DIRECTOR OF OPERATIONS STANDARDS

Erin Smith is a licensed cosmetologist with more than a decade of hands-on experience in franchise operations, store performance, and team development. Since joining Sport Clips in 2010 as a stylist, Erin has grown her career across multiple levels of the organization, grounded in operational excellence and people-first leadership. She has served in key roles including Area Coach, Artistic Team Member, Area Operations Director, Regional Coach, and Director of Training and Development. In her current role as Senior Director of Operations Standards, Erin plays a pivotal role in shaping and upholding the operational framework that drives consistency, performance, and client satisfaction across the Sport Clips system. Her strong grasp of both day-to-day operations and broader business strategy allows her to connect big-picture goals with practical, four-wall execution, driving profitability, team retention, and outstanding Client experiences.