



## Leadership Team

### Gordon B. Logan, Founder & Chairman of the Board



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.

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.

### **Dr. Fred Brent, Chief of Staff**



Fred Brent joined Sport Clips as Chief of Staff in June 2023 and brings more than 30 years of leadership experience through his public education background to the company. In his role, he will work with the leadership team to manage internal operating systems and community connectedness. Prior to joining Sport Clips, Fred served as superintendent of Georgetown ISD since 2014. Fred is a graduate of Oklahoma City University and completed graduate work at Lamar University and earned his doctorate in Education Leadership and Human Resource Development at Texas A&M University.

### **Franklin Byrd, Chief Financial Officer**



Franklin Byrd brings more than 25 years of experience in finance, accounting, and compliance, having actively participated in the financing and management of more than \$9 billion of debt and equity transactions, both public and private. As CFO of Intrusion, Inc., his vision, strategic focus, and people skills were invaluable to the company at a key time in their company lifecycle. Prior to joining Intrusion, Byrd served as CFO for Peak Nano Systems, LLC, where he was responsible for completing critical financings and scaling up office operations for the company. Byrd has also served as vice president of finance for Hunt Power L.P., a division of Hunt Consolidated Inc. Byrd is a Certified Public Accountant and currently serves on the Financial Executives International Association and is an active member of The American Institute of CPAs and the Texas Society of Certified Public Accountants. He earned BBAs

in both finance and accounting from Texas A&M University and his MBA, with honors, from Houston Baptist University.

### **Martin Lee, Chief Marketing Officer**



Martin Lee joined Sport Clips in April 2020 as Chief Marketing Officer and brings with him more than 20 years of marketing experience. Lee has led transformational initiatives to build and modernize marketing culture while promoting analytics and data-driven planning. He has a consistent track record of building brands by driving innovation while focusing on both traditional and digital marketing channels. Prior to joining Sport Clips, Lee was the Chief Operating Officer and Chief Marketing Officer for CarAdvise. During his career, he has held executive level positions with major brands including SIRIUS XM Radio, Sears Holdings, Sleepy's, and Shopko. Lee holds a Master of Business Administration degree from Hofstra University and a dual Bachelor of Arts degree in economics and biology from Washington University in St. Louis.

### **Jatinder Singh, Chief Digital Officer**



Jatinder Singh joined Sport Clips in August 2022 with more than 20 years of industry experience in analytics, merchandizing, digital innovation, and digital transformation in the retail, quick serve, and energy sectors. Over the last two decades, he has launched patented analytics solutions for a financial service firm in Minneapolis, managed Target's wedding registry business and grew it by 25% YoY and launched several digital solutions for Target including same day delivery in partnership with Google, Baby Subscriptions, and the Beauty Box Subscription. At McDonald's, Jatinder led the cloud CRM transformation and launched McDonald's first global loyalty platform in Germany and Canada. More recently, he drove the digital transformation for the largest municipally owned utility in the US, CPS Energy. He has an MBA in strategy from The College of William and Mary in Williamsburg, VA, and an undergraduate degree in production engineering from SBS College of Engineering and Technology, India.

### **Matt Wanstreet, President of Company Stores**



Matt Wanstreet comes to Sport Clips as President of Company Stores with more than 25 years of restaurant experience, having spent the last 15 years as Vice President of Pacific Region for Chipotle Mexican Grill, and director level experience for several other organizations. Matt's focus at Sport Clips will be on company operations along with creating and cultivating strong, people-first culture. He attended Loyola Marymount University and holds a Bachelor of Science degree in business administration and management from the University of Phoenix. Matt is based in Las Vegas with his wife and two children where the family cheers on the Las Vegas Golden Knights.

### **Jim Atkinson, VP of Franchise Development**



Jim Atkinson has been with Sport Clips since 2013, when he joined as Director of Franchise Development. He was named Senior Director of Franchise Development in 2018, promoted to Vice President of Franchise Development in 2019 and Vice President of Franchising in 2020. In his VP role, Atkinson works to guide and educate potential franchisees on all aspects of the Sport Clips franchise model and confirm there is clear franchisor - franchisee alignment before awarding any licenses. Prior to joining Sport Clips, he spent 12 years with The UPS Store from running stores early in his career to international development, and industrial engineering roles throughout. Atkinson holds a Bachelor of Arts degree in history from California State University. He is based in California with his wife and two children where he also serves as a youth basketball coach and former PSIA level I certified ski and snowboard instructor.

### **Earl Blood, VP of Operational Excellence**

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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. As vice president of career opportunities, Vargas is responsible for creating and building strong recruiting programs, sourcing, training, and driving brand awareness and opportunity to attract and retain stylists across nearly 1,900 stores in the US and Canada. She is in her sixth year and is currently serving as chair of the National Accrediting Commission of Career Arts and Science (NACCAS) and is also chair of the National SkillsUSA technical Committee for Cosmetology. She also has 30 years of experience as a licensed cosmetologist.

### **Donna Whitaker, VP of Company Store Operations**



Donna Whitaker joined Sport Clips in September 2003 as a stylist in Northwest Arkansas. A licensed stylist since 1985 and owner of her own salon from 1992 to 2003, Whitaker was quickly promoted through the Sport Clips ranks from stylist to coach and then regional coach in 2006. From 2009 to 2018 she served as area director, traveling across the country to work with Sport Clips stores and team members around the country. As vice president of company stores operations, she is responsible for the oversight and management of the more than 70 Sport Clips company-owned locations.