



Leadership Team

Gordon B. Logan, Founder & Chairman of the Board



Prior to opening the prototype Sport Clips in 1993, Gordon 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 with the Board 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. In 2016, he was named the

Entrepreneur of the Year by the IFA and was appointed to the Southwest Research Institute Board of Advisors. Logan was awarded the IFA's highest honor, the 2019 Hall of Fame Award, which recognizes a lifetime of achievement in franchising. He also served on the Board of Visitors for Southwestern University from 2010 to 2013.

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.

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.

Dan Miller, Chief Information Officer & SVP of Information Security



Dan Miller became Sport Clips' first Chief Information Officer in December 2014 and was named SVP of Information Security in 2020. Miller comes to Sport Clips from Massage Envy SPA where he served as Chief Information Officer for six years. With more than a decade of experience in the information technology sector and 10 years within franchising, Miller has held positions with companies, such as TMP International in Tempe, Ariz. and Realty Executives International in Phoenix, as well as served on the International Franchise Association's (IFA) Technology Committee. Miller graduated from the University of Scranton with a Bachelor of Science degree in Health and Business Administration. He received a Masters Certificate in Applied Project Management from Villanova University and is also a Certified Scrum Master (CSM).

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 Masters of Business Administration degree from Hofstra University and a dual Bachelors of Arts degree in Economics and Biology from Washington University in St. Louis.

Allyson Young, Chief People Officer, SPHR



Allyson Young joined Sport Clips as Chief People Officer in March 2021. In this role, she leads a strong HR Team responsible for driving positive outcomes in the areas of talent acquisition, talent management and engagement. Prior to joining the brand, Young was the Human Resources & Brand Director for more than 23 years for K&N Management, owners and operators of the Austin-area Rudy's "Country Store & BBQ" and Mighty Fine Burgers, Fries and Shakes restaurants. There she focused on increasing internal and external engagement with team members and guests. Young wrote the award-winning applications for the Texas Award for Performance Excellence Award and the Malcolm Baldrige Award. She developed and conducted organizational learning sessions to teach over 2,000 people from 100 different organizations about the Malcolm Baldrige Framework and performance excellence. In 2019 she was awarded the Baldrige Foundation Leadership Excellence Award. She holds a BA in English from Texas A&M University.

Trey Roeder, Chief of Staff



Trey Roeder joined Sport Clips in January 2022 with more than 15 years of progressive operations and business transformation experience across the professional services, enterprise marketing, financial services, and building services sectors. Most recently Roeder served as the Vice President of National Services for SAFEbuilt, a national building department services company. As Vice President of National Services, Roeder oversaw the development and implementation of multiple strategic initiatives along with leading the fleet management and training & safety departments. Prior to SAFEbuilt, Roeder was the Vice President of Operations for Miner National Service, a nationwide facilities management and professional services firm. Working with large retail brands such as Home Depot and Walmart, Roeder was responsible for leading the day-to-day operations of a 100-member operations center while acting as the executive sponsor for the implementation of a complete ERP transformation. Prior to his time at Miner National Services Roeder spent six years with

USAA within the CFO department. Roeder received his bachelor's degree in Mechanical Engineering from The University of Texas at Austin and his MBA in Operations Management and Finance from The University of Texas at San Antonio.

Greg Smith, VP of Real Estate



Greg Smith served as Director of Real Estate at Sport Clips from July 2003 to December 2007 and Senior Director of Real Estate from December 2007 to December 2012. He was promoted to Vice President of Real Estate in December 2012 and then promoted to Chief Development Officer leading the Real Estate and Franchising Development Teams in December 2017. From November 2000 until July 2003, Smith was a Senior Real Estate Manager for Sally Beauty Company of Denton, Texas. In 2013, Smith was named in *Chain Store Magazine's* "Top Ten Under 40" ranking.

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 more than 1,850 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.

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 40 years and they have three sons.

Patti Carr, VP of Field Operations



Patti Carr joined Sport Clips in 2018, bringing with her more than 30 years of franchise expertise. She has broad experience in franchise operations and bringing together executive management teams and support team members in the field. With a focus on operational excellence of the more than 1,800 Sport Clips locations, Carr is an expert at enforcing brand standards and building strong relationships with franchisees. Prior to joining Sport Clips, Carr was Vice President of U.S. Franchise Operations for Krispy Kreme Doughnut Corp, and spent nearly 30 years in various roles with the Mrs. Fields family of brands. Carr holds a Bachelor of Arts degree in Business Administration from Stockton University and is based in New Jersey.

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.

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.