



## 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. 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.

### **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.

### **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.

### **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, Choksi and the technology department will 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. Choksi 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.

## **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.

## **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. 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.

## **Michelle Bondiotti, VP of Operations Services**



Michelle Bondiotti joins Sport Clips as Vice President of Operations Services 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.

## **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 80 Sport Clips company-owned locations.