

## Brian Birnbaum, Franchise Executive

**Current:** Chief Executive Officer, *Franchise Beacon*  
**Past:** President & Co-Founder, *Liquid Capital Corp.*  
 Managing Partner, *First Congress International Inc.*  
 CEO & Vice Chair, *GaluVu Entertainment Inc.*  
 CEO & Chair, *Hospitality Equity Corp*  
 CEO, *Avail Corporate Consultants Inc*  
 Vice-President & CFO, *Elks Stores Inc*  
 Head-Commercial Finance, *Canadian Affiliated Financial*  
 Senior Manager, *Audit RUV, CA*

### **Core Values:**

*Integrity / Loyalty / A Commitment to Excellence*

### **Core Competencies:**

*Organizational Leadership / Franchisor Consulting / Financial Architect*

Mr. Birnbaum has an extensive background as a C-Suite executive. He has held positions in both the public and private sectors in:

- Retail
- Finance
- Hospitality
- Services

Mr. Birnbaum has founded five different organizations. Two stand-out examples:

**GaluVu Entertainment Inc.**, a company in the hospitality services space. Brian led this organization as its CEO from inception, growing it to serve over 20,000 hotel rooms domestically and internationally, and was instrumental in taking the company public.

**Liquid Capital Corp** is a franchisor in the factoring and Asset-Based Lending space. It is the only franchisor of its kind, and Brian was at the helm of the company for 20 years, leading to a successful acquisition.



*Brian Birnbaum  
Richmond Hill, Ontario*

### **Education:**

- McGill University:
- Sir George Williams University

### **Experience:**

- 55 years alternative finance
- 20 years franchising
- Merchant banking
- Board member -public companies
- CFO -100 store retail operation
- Developed group of hotels
- Syndicated over \$500 million
- Restructuring & project financing
- Developed tax assisted programs
- Strategic consulting
- Co-Founded first factoring franchise

### **Expertise:**

- **CPA** (retired)
- **Senior Auditor**
- **Lecturer**, McGill University
- **Frequent speaker**, Retail Council of Canada
- **Consultant**, Finance
- **Consultant**, Franchisor Management