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Ursula F. Aleixo – Senior Director – Special Projects

With more than 18 years experience in US Franchise Operations, Ms. Aleixo now resides in her native country Brazil. Her strong local business connections and successful international experience in operations, global sourcing, training, and field support are valuable resources for EGS Clients..



Ms. Aleixo brings strong business acumen in driving revenue and profitable franchise growth to provide assistance in international Master Franchise Candidate selection, start-up and operations.

Skilled in multicultural business relation development, global business expansion, territory management, and franchise center sales growth, Ms. Aleixo is fluent in Portuguese, English, Spanish, and Italian. The coupled talent, experience, and deep understanding of the Latin American market make Ms. Aleixo an asset for the success of franchise systems within the South American market.

Ms. Aleixo has a track record of franchise sector success in (1) Cost reduction, (2) Successful conflict resolution negotiations within foreign markets (3) Same-center sales growth, (4) Forging strong relations with US franchise members to provide crucial mentorship and business analysis, (5) Increase in productivity through introduction of new production, design alternatives and employee training initiatives and (6) international business acquisition and agreement negotiations.

Ms. Aleixo holds a Bachelor of Arts Degree from Albertson College of Idaho USA and continues work on an Executive Master of Business Administration with an emphasis in Management from Fundação Getúlio Vargas in Rio De Janeiro, Brazil.

Recipient of numerous business awards including multiple Gold Awards for Sales Growth and Silver Award for Operational Excellence, Ms. Aleixo served in multiple roles within Signs Now, a division of Allegra Network LLC, such as International Support Manager, Regional Director, Franchise Support Coordinator, General Manager, and Manager.

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