

Rod Bristol, CFE Biography

Rod Bristol has a well-earned reputation for making complex financial topics clear and fun to learn. He specializes in teaching franchise executives, franchisees, consultants, and emerging entrepreneurs how to master the numbers side of a business and make better financial decisions.

He is a Certified Franchise Executive and conference presenter with Profit Soup, a contemporary financial training company in Seattle, Washington.

As an in-demand master financial presenter, he has delivered programs to business owners throughout the US and Canada, Puerto Rico, India, the Philippines, Kuala Lumpur, Singapore, Australia, and New Zealand.

Rod began his career as an investment banker, specializing in mergers and acquisitions. In 1984, he purchased Sudden Printing and grew the company to \$5 million in revenue and 19 branches. He had the good fortune to sell it in 2007.

Rod was a Washington State Delegate to the White House Conference on Small Business, a Governor's appointee, Chair of the Washington State Economic Development Finance Authority, and Chair of the Washington State Small Business Improvement Council. He has served on the Board of Directors of numerous nonprofit organizations.

He and his wife Debbie celebrated their 51st anniversary last year and greatly enjoy their four grandchildren.

Read what clients say about Rod's presentations [here](#).