

# GREGORY A. SAUSAMAN, CFE



**CEO/CDO**

**AUTHOR**

**SPEAKER**

## BIOGRAPHY

Greg Sausaman is Co-founder and CEO of Topper's Craft Creamery. They specialize in integrating crafted soft serve ice cream into food and hospitality venues as a co-brand, in as little as 4 linear feet.

His interest in the integration of complementary brands started while he was a consultant with Baskin Robbins and Dunkin' Donuts. Greg was part of an elite team on a 2 year task force to figure out how to combine these 2 brands along with TOGO's sandwiches all together under one roof.

Greg took what he learned, and engineered Topper's Craft Creamery to succeed specifically as a complementary brand. As a Certified Franchise Executive with the International Franchise Association, Greg speaks on panels and round tables at national franchise conferences on co-branding. He has written a book titled "*Inside The Box: The Power of Complementary Branding*," on the topic.

With the demand for greater labor efficiency due to increasing wages, businesses must innovate with a new solution. Greg's team solved the puzzle by installing a total turn-key crafted soft serve ice cream shop in 4 linear feet with everything needed, and he trains them how to run it perfectly. So when people are walking through your space; that familiar aroma of fresh waffles cones draws them to your new co-branded soft serve ice cream.

## CONTACT INFORMATION

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## SPEAKER PROFILE

With expertise in franchising and branding, Greg provides off the cuff discussions and problem solving for audience questions, along with a solid story teller tone.

Greg has spoken at multiple events, from small franchise events to larger panel events at franchise conferences as well as local radio shows and national podcasts.

## SPEAKER TOPICS

### Co-branding and Complementary Branding

As an expert in the topic, with his book "Inside the Box: The Power of Complementary Branding", Greg can talk about the who, what, when, where, why and how to successfully co-brand. He has cracked the code, and developed a complete process to show how it can fit in to make a big difference for the operator's bottom line profits.

The audience will walk away with a strong understanding on how to successfully co-brand, the tools to use to determine what is best for them, and what they can expect to make through expanding into complementary branding.

### Franchising and Owning Your Own Franchise

As a successful executive, and a successful franchise owner, Greg has a unique perspective of both sides of the street in franchising.

### How to Turn an Independent Business into a Franchise

Creating a franchise offering can be tricky. Greg will help navigate the process of growing a single business offering into a successful franchised business.

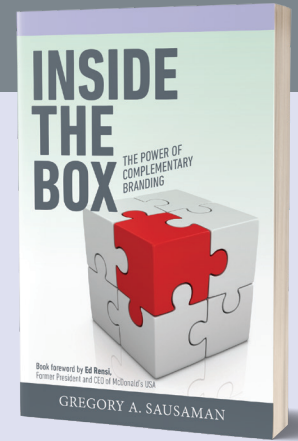
## PREVIOUS SPEAKING ENGAGEMENTS

IFA Franchise Events 2017, 2018

Emerging Franchise Conference 2016, 2018

Jaimie Meloni Show (Tampa Bay)

Plus multiple business podcasts



**"Inside the Box: The Power of Complementary Branding,"** is an on-point modern-day manual for how to successfully add a complementary brand.

– Ed Rensi

Former President and CEO of  
McDonald's USA

Over the last fifteen years, the food service industry has seen co-branding accelerate as a successful growth and market penetration strategy.

– Chuck Winship

Former CEO Beef O Brady's