

# **Lori Karpman**

**Founder CEO Lori Karpman & Associates Ltd at Lori Karpman & Associates Ltd**

Montreal, Canada Area, QC, CA

CEO, Lori Karpman & Associates Ltd.

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## **Biography**

Lori Karpman is a seasoned and award winning management consultant and attorney with over 35 years of real world experience. After 7 yrs of private legal practice she became the Director of Legal Affairs/HR for the Master Franchisee for Quebec for the Pizza Hut brand. She later co-founded the wildly successful Zyng Noodlery franchise and won 8 prestigious awards for her marketing/branding work including the pinnacle "Outstanding Overall Corporate Image" for Zyng's entire marketing and branding strategy (awarded by the Ontario Advertising Association in connection with the Canadian Franchise Association). After only 5 yrs in operation Zyng was sold to a US restaurant development group and Lori moved on to found her own firm. Since 2002, Lori has worked with some of Canada's largest brands such as Petro Canada, CDL Labs and Tim Horton's, but Lori has a penchant for emerging brands that need a variety of services requiring a more holistic approach to business development and where long term relationships can be built. LKA has successfully imported brands to Quebec such as Trade Secrets, Liquid Capital and Chatters Beauty Supplies, to name a few, and was instrumental in creating the Quebec management team for Boston Pizza. LKA has imported concepts to Canada from the US, UK and Australia and exported Canadian brands to the US and the Middle East. Lori's most favorite duties are her speaking and writing engagements. She is a prolific writer having written hundreds of articles over her career (and quoted as an expert in the field of business development in over 100 more), in the most respected publications and newspapers across the country. She had a featured TV spot on local television on business matters, and is a regular columnist for the Montreal Gazette on matters relating to small business. She is a motivational and engaging speaker and speaks regularly at trade shows and conventions to crowds of people who find her educational style down to earth and easy to comprehend. A true entrepreneur, Lori is always involved in several different ventures and her work includes, strategic planning, branding and marketing, financing, professional coaching for entrepreneurs, and general business development mandates, especially turnarounds, to name a few. Currently she is running a day spa. She has been involved in almost every industry you can think of and is open to learning about new ones.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Financial Services, Professional Training and Coaching, Management Consulting

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## **Areas of Expertise**

Marketing Strategy for Small Business, Financing for Growing Businesses, How to Recruit Franchisees or Licencees, Finding Alternative Revenue Streams in Your Business, Professional Coaching and Sales Training

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## **Affiliations**

Montreal Board of Trade, Cdn Professional Sales Association, Jewish Chamber of Commerce, Crohn's & Colitis Foundation of Canada

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## **Event Appearances**

**How to Buy the Right Franchise for You**  
Franchise Show

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## **Education**

**McGill University**  
BComm Marketing, Management Information Systems

**Strategic Coach Program**  
Master's Level Entrepreneurship, Coaching, Training

**McGill University**  
B.C.L. Law

**Sandler Sales Training**  
Professional sales coach Sales Training and Coaching

**McGill University**  
LL.B Law

**McGill University**  
Bachelor of Commerce, Marketing Commerce

**Franklin Covey**  
Organizational Manangement 7 Habits of Highly Productive People

**Varia**  
Certificates and Diplomas Personal and Professional Development

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## **Accomplishments**

**Winner of Multiple CFA Frankie Awards for Branding and Marketing**

The Canadian Franchise Association and Ontario Advertising Agency awarded my concept Zyng Noodlery multiple branding awards for our marketing materials, including the pinnacle award for "Outstanding Overall Corporate Image". Others were for Best Print Materials, Best Website, Best Trade Show Handout, Best Direct Marketing Piece.

**Finalist Top 10 Jewish Entrepreneurs**

Out of over 500 applicants, I was in the a Top 10 Finalist for the Montreal Jewish Entrepreneur of the Year Award for my firm Lori Karpman & Associates.

**Best Franchise Consultants**

My firm LKA was voted Best Franchise Consultants in Canada for 2 years running.

**Graduate, Strategic Coach Program for Entrepreneurs**

I was accepted as student and graduated from this most prestigious 3 year and world renowned program for Entrepreneurs which accepts only the Top 1% of Entrepreneurs in the world.

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