

BIOGRAPHY FOR PROGRAMS/WEBSITES

Peter's story is an entrepreneurial dream. As teenagers, he and his brothers borrowed a lawn mower and began a business, eventually building it into a successful franchise system. Through a commitment to professional development, Peter has reinvented himself many times since his days as a 16-year-old laborer. He became a **certified franchise executive** and as CEO, he grew his family's business into one of the largest in the industry. He later brokered a **key strategic partnership** with the Dwyer Group, which led to a beneficial acquisition.

Peter realized early on that if he were to create a remarkable experience for his employees, they in turn would do the same for customers, an idea he called the culture of C.A.R.E.

Now, as an executive coach and public speaker, Peter is able to take his passion to new heights by inspiring other entrepreneurs and company leaders to do the same. His C.A.R.E. leadership program shows them how to create a remarkable environment for employees, a remarkable enterprise for investors, and a remarkable experience for customers.

He currently travels full-time with his wife and three teenage children on a mission to share the message of C.A.R.E with the world.