



Kendal Potesta
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To Whom It May Concern,

I am pleased to provide this professional reference for James Roussos, with whom I have worked closely for the past three years in his role as Franchise Business Consultant (FBC) for Chicken Salad Chick.

I am a multi-unit franchise owner operating four Chicken Salad Chick locations under P Squared Ventures LLC. Over the course of our partnership, James has been an exceptional strategic resource and trusted advisor whose business acumen, professionalism, and long-term mindset have had a direct and positive impact on my organization.

James possesses a rare ability to balance high-level strategic thinking with practical, actionable execution. His understanding of franchise economics, unit-level performance drivers, and operational discipline materially improved performance across my portfolio. He does not simply identify opportunities—he educates, coaches, and collaborates to ensure those opportunities translate into sustainable results.

One of James's greatest strengths is his commitment to platform education. He consistently elevated my leadership team's understanding of financials, KPIs, operational systems, and brand standards. His approach empowers franchisees and operators to make informed, data-driven decisions rather than relying on prescriptive direction alone. As a result, his impact extends well beyond his direct involvement and continues to compound over time.

Equally important is the way James shows up as a professional and as a person. He treats people with respect, clarity, and integrity at every level of the organization—from ownership to hourly team members. He communicates directly yet thoughtfully, maintains the highest professional standards, and fosters trust through consistency and follow-through. James is the type of leader others naturally want to work with and learn from.

What truly distinguishes James is his role as a long-term thought partner. He understands that successful franchise ownership is not transactional; it is built through alignment, vision, and disciplined growth. James consistently approached my business with an owner's mindset, offering insight that reflected both brand stewardship and franchisee success. I consider him an invaluable partner in my business journey.



I recommend James Roussos without reservation. He sets the gold standard for Franchise Business Consultants, and any organization would be fortunate to have him in a leadership or advisory capacity. I am confident he will bring exceptional value, insight, and professionalism to whatever role he pursues next.

Please feel free to contact me should you require any additional information.

Sincerely,

A handwritten signature in black ink, consisting of a stylized 'K' followed by a circular flourish.

Kendal Potesta
Multi-Unit Franchise Owner
Chicken Salad Chick
P Squared Ventures LLC