



Tide Cleaners Team



Leadership Team

Andy Gibson



CEO, Tide Cleaners

Andy Gibson assumed the role of CEO at Tide Services July 1, 2022, after building 10 years of experience with the company. He was previously P&G's President of Tide Cleaners since October 2019; Vice President of Operations, I.T. and Marketing of Tide Cleaners; and Director of Marketing of Tide Cleaners.

Andy Gibson started his Procter & Gamble career in Beauty and Grooming with domestic and global roles in brand management on Pantene, Gillette, and Old Spice business.

Over his 17 year career at P&G, Gibson has received awards internally for Best Brand Design (Gillette) and externally at the prestigious Cannes Advertising Awards for his work on Old Spice (2012 Bronze Lion). While on Old Spice, Gibson led the brand launch from 15 to 150 countries while also making Old Spice the first P&G brand ever on the social media platform Instagram.

His passion for retail began in college when in 2003, he and two friends wrote the business plan, secured seed funding, launched, operated and drove profitability for Xavier University's first student owned and operated business, a movie rental store. He currently serves on the board of multiple retail and startup companies and regularly guest lectures on intrapreneurship, marketing, and leadership.

Andy and his wife Shawn have three small boys, Emmett, Aiden, and Graham.

Fun Fact: In 2010, Andy rode his bike 2,900+ miles, solo, across North America in 32 days.

Ashley Battle



Vice President, Tide Cleaners Operations

Ashley Battle has been with Procter & Gamble for over 18 years. She is a part of the Tide Laundromat Team and was part of Store 1 opening!

Fun fact: “I come from a family of small business owners. In my youth, my dad was an entrepreneur who owned his own business and later in life I supported my husband creating, opening, running, and eventually selling his own business.”

Evan Brody



Chief Marketing Officer, Tide Cleaners

Before joining Tide Cleaners in August 2021 as the Chief Marketing Officer, Evan spent five years building PnP Loyalty, an enterprise guest engagement and CRM platform company he founded to serve the retail and restaurant industries. Leading up to founding PnP Loyalty, Evan served as head of marketing for Which Wich Superior Sandwiches, an international chain of fast casual restaurants. Evan has an MBA from the Olin School of Business at Washington University in Saint Louis. He and his wife, Aggie, live in Dallas, Texas with their 2-year old daughter Emilia.

Fun fact: “I have been on an episode of the History Channel’s Modern Marvels and the Food Network’s Unwrapped.”

Megan Colvin



Chief Strategy and Finance Officer

Megan Colvin joined Procter & Gamble in 2007 and began her career North America Fabric Care business. She held various positions including Sr. Cost Analyst for Dry Laundry and Additives and Sr. Financial Analyst for the Downy brand. In April 2020, she was promoted to Senior Director of Finance and CFO for Tide Cleaners. In addition to her Tide Cleaners responsibilities, she continued to lead new business model thinking for the F&HC sector disruptive innovation unit.

Scott Frame



Chief R&D Officer

Scott joined Tide Cleaners earlier this year and he is responsible for the PMO (Project Management Office), Corporate Systems, and Support within the IT department. Scott has 20+ years of IT leadership experience spanning multiple industries including manufacturing, distribution, automotive, and financial.

Fun fact: "I have lived in 4 different states"

John Garner



Chief Technology Officer

John is a Technology leader with business fluency and technical depth, with a history of successfully delivering significant technology enabled transformation programs, influencing and developing technical product architectures, creating IT functional strategies, and building enduring win/win relationships with key suppliers. Technical foundation started with multiple years as a developer/engineer. Prior to his time at P&G, John worked at Cerres Ltd in the UK as a full-stack software developer, working on industrial controls systems and project management software, primarily using Oracle and Java.

Maura McVey



Chief HR Director

Maura joined Tide Cleaners after 12 years in Procter & Gamble HR, with experience supporting Global and US-based Sales, Marketing, R&D and Operations organizations. Prior to P&G, Maura worked in HR in the Oil and Technology industries after receiving my Masters from University of Illinois. Maura is married with two young sons (6 months and almost 3 years old) and reside in Cincinnati, OH.

Fun fact: "I grew up participating in 4H and showing livestock on a family farm in rural Illinois. My parents still reside there and we visit a few times a year - my son LOVES tractors!"



Operations & Training

Sharon Bell



Lead Field Trainer

Sharon Joined Tide Cleaners in 2013, at the Anderson Corporate Store. She has worked for local competitor Concord Custom Cleaners for 8 years. She has 20 years experience with restaurant franchising.

Fun fact: "Joined the Air Force out of high school. Worked on a flight line as an Aerospace Support Equipment Mechanic. Was stationed in Germany for 3+ years."

Linda Cartwright



Franchise Business Director

Linda joined Agile Pursuits Franchising Inc. in May 2008 as a Franchise Business Director for Tide Cleaners. She is the Franchisees primary contact for the East & Central territories. She provides support & guidance in all areas of Operations. She has over 40 years of Dry-Cleaning experience to include sales growth and profitability.

Fun fact: "I enjoy traveling with my family, boating on the Lake & visiting Beaches. My youngest daughter & I share the same birthday!"

Jerry DeFeo



VP, Franchising Operations

Jerry DeFeo joined Tide Cleaners in November 2019. He had prior experience in the restaurant business, full service, quick service and internationally. Jerry has been doing franchising for over 25 years.

Fun fact: "Rode camels around the Pyramids of Giza and Sphinx in Egypt."



Christina Dillon

NBD Product Planner

Christina has been with Tide Cleaners for 11 years. She started out as a GSR working front of the house to working in production and becoming a production lead.

Fun fact: "I love doing outdoor activities such as kayaking and camping."



Traci Ficken

Supply Chain and Innovation Lead

Traci has over 35 years in the dry cleaning industry. She joined Tide Cleaners in 2008 several months before the first store opened. She was part of creating the new store training guides, hiring and training team members, ensuring we were complaint with all Health, Safety & Environmental regulations.

Fun fact: "I was Tide Cleaners very first General Manager"



Shannon Folk

Franchise Business Associate Director

Shannon joined Tide Cleaners in 2017 as an Operations and Training manager. She has been in the dry cleaning industry for 22 years.

Fun fact: "I work in Youth Ministry with High School and Middle School youth."



Claire Gerdson

Learning and Development

Claire Gerdson leads Tide Services Training and Development Team. Claire has more than 13 years of experience in domestic and international settings within the franchise, healthcare, and biopharma space. Claire's expertise is in designing and creating learning and development solutions to meet individual and business needs.

Fun fact: "Slept on the Great Wall of China"



Antonio Pierce

Regional Manager of Corporate Operations

Antonio joined TC in June 2020. His background is in big box retail stores as General Manager and District Manager. He has helped manage, run, open, and harmonize processes in stores.

Fun fact: "I'm a really good cook... I've done catering and private chef events!"



Morgan Scherch (Hillis)

Central Services Training & Development

Morgan Scherch joined Tide Cleaners after graduating from the University of Cincinnati with my BA in Communication and a Minor in Public Relations. Morgan oversees franchise training programs, manage the learning management system, construct training documentation, and assist in eLearning development.

Fun fact:" I recently got married (many of you know me as Morgan Hillis)! We are a lake family - my lake house in Lake Cumberland, Kentucky is my happy place. Nothing beats a nice boat ride!"



Heather Snader

Director of Corporate Store Operations

Heather joined Tide Cleaners in December of 2021. She has experience in multi-unit operations and has focused on continuous process improvement and marketing and promotional communications.

Fun fact: "I love the beach, hiking, kayaking, and running!!!!"



Mike Weisel

Head of Cleaning Capability

Mike has been in the Dry Cleaning business for 32 years. He owned and operated his own stores. In 2019, he began working at Rent The Runway, the world's largest dry cleaning facility. He is responsible for overseeing all cleaning processes which includes a shift to wet cleaning.

Fun fact: "I once played golf with President Bill Clinton."





Marketing



Ellie Austing

Senior Marketing Specialist

Ellie just joined the Tide Cleaners team following her graduation from the University of Cincinnati, achieving her Bachelors of Marketing.

Fun fact: "My right eye is half blue half brown."



Flannery Burke

Lead Conversion Specialist

Flannery graduated from Xavier University in December 2021 with a degree in marketing. She had the opportunity to be a marketing ambassador with the corporate team prior to starting her role as a lead conversion specialist under the digital marketing team in January.

Fun fact: "I have dislocated my right shoulder 7 different times"



Christy Carson

Digital Marketing Lead

Christy joined Tide Cleaners in March of 2021. She has 5 years of experience in digital marketing ranging from website and SEO to email to social media.

Fun fact: "I'm an actor! You can often find me onstage performing in plays and musicals."



Jack Flowers

Marketing Lead

Jack joined Tide Cleaners in 2018 as a Marketing and Sales Intern. As the business expanded, he moved into a full-time role handling Account Management for Dallas and Denver. Now, he works with a variety of markets on all things marketing!

Fun fact: "I know how to pack a parachute."



Michael Frey

Senior National Marketing Director

Mike has over 15 years of marketing, retail, and consulting experience working at Deloitte Consulting and Procter & Gamble. Prior to Tide Cleaners, he worked in P&G Brand Management in various roles including North America Febreze Air Care, Dawn Dish Care, Dreft Fabric Care, and Sales Innovation & Shopper Marketing.

Fun fact: "I can whistle with my fingers."



Mike Kaufman

Head of Marketing Technology

Prior to joining Tide Cleaners in May 2022, Mike worked in various roles both across P&G and in outside businesses. While in college he started his own consulting company specializing in Internet / Web Design, eCommerce, Email campaigns, and more. Since 2007, Mike has worked at P&G on the Target Sales Team in Minnesota, on the Global Innovation Team, and has worked on every brand/category except Grooming.

Fun fact: "My brother (6'5" 295 lbs) and I used to drive an old used two-seater Pontiac Fiero in high school. We would roll up to rugby practice and look like we were getting out of a clown car."



Karina Labarbera

Campus Lead

Karina has prior experience in the Media Buying/Advertising industry for CPG leaders such as General Mills, Crayola, and Harley Davidson. She was hired with Pressbox in 2018, worked on Customer Service on the Locker team and eventually moved into Marketing for Lockers. She currently is on the campus team.

Fun fact: "I am a certified personal trainer and group fitness instructor!"



Sarah O'Shaughnessy

Field Marketing Specialist

Sarah was born and raised in Cincinnati, Ohio and graduated from Xavier University with a degree in Marketing. She joined Tide Cleaners in August of 2020 and before, she was in the hospitality industry.

Fun fact: "My family used to own a whiskey distillery in Lawrenceburg, IN."



Nick Petas

Design

Nick joined the Tide Cleaners team the summer of 2020 after graduating from the University of Cincinnati College of Design, Architecture, Art, and Planning. Nick has previous experience designing branded environments while Co-Oping at FRCH Nelson and experience with P&G while Co-Oping in their Beauty Care Innovation Design Studio.

Fun fact: "My first name is "Stergios" I go by "Nick"."

Macayla Porter



Marketing Director

Macayla worked for P&G for 8 years including 3 years in Hair Care on Pantene. In January 2021, she rejoined the P&G family with APFI when she saw the amazing growth opportunity of this business. She joined Totes Isotoner in 2016 where she marketed and sold innovative accessories.

Fun fact: "I'm from an area where the entire county got off a week of school for the county fair."

Robert Steigerwald



Senior Digital Marketing Lead

Rob joined Tide Cleaners in March of 2021. Prior to that, he worked for the USA Today for ten years, helping small to medium size businesses achieve their goals through digital paid media, with a concentration on paid search and paid display.

Fun fact: "I once got my car stuck in Portugal between two rock walls and needed the assistance of three French painters to lift and carry the car to safety."

Kristina VanDruten



Franchise Field Marketing Manager

Kristina joined Tide Cleaners in February of 2022. Her background is in franchise restaurant marketing, and she has over 10 years of experience in the franchise field.

Fun fact: "Addicted to traveling"

Laura Wright



Associate Director of Marketing

Laura joined the APFI team in July of 2018 and in July of 2020, Laura transitioned to the field marketing team to provide local marketing support for 15 franchise groups, and more than 120 Tide Cleaners locations. Laura has over 17 years of marketing and advertising experience on the client and agency side.

Fun fact: “I grew up with dachshunds. I currently have a 13 year old dachshund, Ruby. We competitively race her in the Oktoberfest Running of the Wieners. She has won her heat three times and has been disqualified once.”

Jeremy Zebrowski



Digital Marketing Lead

Jeremy has 5 years of experience in digital marketing and has been with Tide Cleaners for over a year. His key expertise is in Brand Development, Digital Strategy, SEO, Email Marketing and Social Media Advertising. He has worked with brands like: Huffy Bikes, Totes Umbrellas, Acorn Slippers and Isotoner.

Fun fact: “I was vacationing in Hawaii in 2018 and woke up to the emergency notification “BALLISTIC MISSILE THREAT INBOUND TO HAWAII. SEEK IMMEDIATE SHELTER. THIS IS NOT A DRILL.””





IT

Carla Bernardino

Franchise Senior Technologist

Carla has extensive years of IT experience working as an IT Project Manager at UC Health and as an IT Manager at Marketing Research Services, Inc. (MRSI). Carla has been with Tide Cleaners for 6 years and she is currently on track to graduate with an MBA this winter from the University of Cincinnati.



Fun fact” “I am a certified yoga instructor”

Chris Maertz

Director of Analytics

Chris joined Tide Cleaners in January 2020, focusing on Operational Analytics for our Corporate locations. Prior to Tide Cleaners, he managed all aspects of the P&L for a network of nearly 300 quick service restaurants in the c-store industry.



Fun fact: “My favorite place to visit is Napa, California.”

Adam Penick

Head of DevOps. Data Engineering and Integration

Adam has worked as a product designer and data developer in franchising as well as for Fortune 100 companies. He joined TC 6 years ago, when we had 38 stores!



Fun fact: “I was 13 when I became an Eagle Scout.”

Mitesh Shah

Franchise Technology Director

Mitesh started with P&G Information Technology directly out of college in 1998 after completing 6 Co-op terms with P&G from 1995 to 1997. He joined Tide Cleaners as the Franchise Technology Director in 2020.

Fun fact: I love playing and watching basketball (NBA)! I drive fast, enjoy cars, and dream to own supercars.





Finance and Accounting



Kendall Cipra

Director, Purchases

Kendall joined Tide Cleaners in June of 2020. She has been in the purchases function throughout her 22 years with P&G.



Will Freeman

Associate Director, Finance

Will joined Tide Cleaners in 2011 as a GSR at our Anderson location while getting his accounting degree from University of Cincinnati. After graduating in 2015, he moved into the F&A department for Tide Cleaners. Currently, he is the Associate Director of Finance.

Fun fact: "One of my goals in life is to go to all the National Championship/Finals for the major College and Professional sports. Super Bowl is the only one I have crossed off my list so far."



Chuck Gehring

Director, Accounting

Chuck Gehring has been Tide Cleaners' Controller since May 2016. Prior to that, he was Manager of Franchisee Finance and Accounting from January 2015 until April 2016.

Fun fact: "I used to mascot as a side hustle."



Keri Morlock

Senior Director, Finance

Keri joined Tide Cleaners in August of 2020 after 23 years at Procter & Gamble, serving as Finance Manager for numerous P&G businesses after starting her career in their corporate tax group.

Fun fact: "I grew up in the tomato capital of the world (self proclaimed I'm pretty sure but we had a tomato festival, pageant and parade)."





Franchise Development



Danielle Beyer

Real Estate Director, Cushman & Wakefield

Danielle is based out of St. Louis, MO. She is a part of Tide Cleaners real estate team under Cushman & Wakefield. She has a 4 year old daughter.

Fun fact: "My sister and I are Irish Twins, only 13 months apart (and best friends). We do look alike and many people think we are actual twins."



Mimi Burns

Development Process Leader

Prior to Tide Cleaners Mimi lead the Operations department for a marketing company in DC. Mimi started with Tide Cleaners in 2019 launching their Charlotte, NC locker market. In my current role as Development Process Leader my main goal is to condense our development timeline down to 9 months from 18-24 months.

Fun fact: "My dog is a model. If you need proof, Google "golden doodle fried chicken Kroger""



Lisa Jones

Design Manager

Lisa Jones joined in February of 2020 as Design Manager, responsible for maintaining brand standards as relates to the built environment in retail plants, drops and other locations. Lisa has 25+ years of experience in retail architecture, design, planning and project management. Lisa's experience includes positions at Macy's, FRCH Design, Luxottica and BHDP Architecture.

Fun fact: "I'm a country girl. I love the outdoors and try to go kayaking, hiking, camping and any other activity that gets me outside in nature as often as I can."



Laura Messer

Director of Construction

Laura joined Tide Cleaners in August 2019 as the Director of Construction. Prior to Tide Cleaners, she was with a construction management firm for 4 ½ years working with such retailers as; Victoria's Secret, PINK, Bath & Body Works and Blink Fitness.

Fun fact: "I've had a hole in one twice in golf."



Jackie Salg

Franchise Sales Lead

Jackie joined Tide Cleaners in April of 2021. Prior to TC, she created her own dry cleaning brand. She operated 2 dry cleaners under this brand in Connecticut for about 4 years.

Fun fact: "I have a Miniature Australian Shepherd who has a bigger Instagram following than I do!"



Erin Welte

Franchise Compliance Lead

Erin joined Tide Cleaners in November 2019. She has 15 years of dry cleaning franchise experience in contracts and compliance.

Fun fact: "In the 90's played Magenta in the Live Action Rocky Horror Picture Show - Hamilton cast. Also sang lead in a classic rock cover band."





Central Services



Jack Lu

Director, Supply Chain

Jack has been with P&G for 13 years but started up 2 companies prior to joining. He has been with Tide Cleaners for 2 years.

Fun fact: "Starred in an episode of HGTV's House Hunters in 2017"



Emily Schneider

Associate Director of Operations, Tide Laundromat

Emily joined the business in 2019 and her current focus is on the development of Tide Laundromat. Her prior experience ranges from small businesses to private equity firms with a focus on development and growth.

Fun fact: "I moved to Charlotte in 2006 and it's the longest I've ever lived in one city!"



Sarah Sundrup

Technology Training Manager

Sarah joined APFI in April of 2019 as an Operations Capabilities Manager, became the SAINT Operations Leader in July 2020 and a Continuous Improvement Assistant Director in March 2022. She has over 17 years of operations management experience with a focus in project management and change management. She has been married for 17 years and have two children.

Fun fact: "I enjoy building and showing custom cars. Most of my weekends are spent traveling to shows all over the U.S. and Canada with our '96 Fleetwood lowrider."



HR and Administration

Mary Folz

Senior Administrative Assistant

Mary became a member of Tide Cleaners in July 2018. She is the Senior Administrative Assistant supporting the CFO, COO, CIO, and CHRO. Mary worked as a territory manager for a pharmaceutical company selling contact lenses as well as a sales representative for the Cosmetic & Fragrance division of Procter & Gamble. Mary and her husband live in Cincinnati, OH.



Fun fact: "I grew up in a bakery. My parents owned and operated a second-generation family business and we lived above the shop and retail store."

Leah Stegman

Franchising Administrative Assistant

Leah brings 10 years of Administrative experience, along with experience Operations - including retail franchising operations - teaching, legal administration, and analysis.



Fun fact: "As a kid, I once saw Hulk Hogan in the Cincinnati Airport."





Research and Development



Eric Gruenbacher

Group Head, Research and Development

Erin has 9 Years in R&D at P&G, all in Laundry. He worked across all major North America Tide Initiatives previous to his 2 years at Tide Cleaners.

Fun fact: "I will be running Berlin Marathon this fall"



Ramzi Takieddine

Operations, Engineering

Ramzi comes from the CPG Tide business with a lot of experience in equipment and supply chain. He is rapidly learning this business and figuring out how he can help empower our franchisees to better serve guests while increasing their returns.

Fun fact: "I used to be a semi-pro poker player"

