

About Michael J. McFall - Bio Final

[Mike](#) doesn't have an MBA and isn't a workaholic. His favorite car brand is VW, and his favorite watch brand is Casio. He prioritizes people and purpose over business jargon and fancy presentations. He's the co-founder and co-CEO of [BIGGBY® COFFEE](#), a fast-growing coffee franchise with over 350 locations across the U.S.

While ultra-wealthy business tycoons, startup entrepreneurs, and management and leadership consultants are busy focusing on the bottom line, McFall offers pragmatic, human-centric solutions forged from real-world experience. Mike's career began in 1996 in the fresh, high energy, fun capacity of a minimum-wage barista at BIGGBY COFFEE. Mike still claims to be the world's greatest barista! In subsequent years he's held every position within the company, including his current title as co-Founder and co-CEO (May 2016).

Mike's business story began in the Spring of 1997 on a walk with his co-founder, Robert Fish. At the time, BIGGBY had one location. As the duo discussed the company's expansion, the conversation quickly shifted from managing a second store to laying the foundation for significant expansion of the BIGGBY brand. With a simple handshake, they became partners, and after many years with much blood sweat and tears involved they have built the third-largest coffee franchise in the United States.

The journey hasn't always been easy.

As BIGGBY's brand grew and became more prolific and profitable, regularly adding new employees and opening new locations, employee morale plummeted. Employees were leaving without notice (ghosting in today's vernacular), abandoning their jobs because of the toxic environment. The midnight move-out culture became a catalyst for change.

It was at this point that Mike met Nathan Havey, a humble and wise leader who is known in BIGGBY lore as the "shaman in the woods," during a camping trip in northern Michigan. There, they exchanged thoughts about conscious capitalism over a warm campfire. Mike and Bob ended up hiring Nathan as a consultant and the relationship, over 4-5 years, fostered cultural change, including cultivating love as the backbone of BIGGBY COFFEE.

Having spent the last 25 years helping hundreds of people open and operate successful coffee shops, McFall understands that people are the most important ingredient to any successful enterprise. That's why McFall doesn't just offer a better business plan. He helps employers create a purpose-driven business that will transform the world and improve people's lives.

Mike is in the midst of writing a three book series—the first two books are complete. McFall wrote and published the [Inc. Original](#) books, [Grind](#) (2019), with the mission to help founders and entrepreneurs take their business concept and turn it into a positive cash-flow business, and *Grow* (2023), a strategic blueprint for entrepreneurs needing to make the transformation from bootstrapping entrepreneur to leader which advocates throwing out everything that made you successful as an entrepreneur because leadership is a different and much more powerful endeavor. Mike will begin writing the final book in this series in 2024.

Mike graduated from Kalamazoo College in 1993 where he spent a semester studying in Freetown, at the University of Sierra Leone graduating with a Bachelor's degree in Economics. A Public Speaker who seeks to share his story and unique business perspective, Mike currently teaches on the subject of entrepreneurialism in his class 'Finding Your Venture' at The University of Michigan Center for Entrepreneurship. In this course, Mike guides students through a high-energy, interactive look at what it is like to start and run a successful business. From picking a problem to solve, to business model and formation, revenue generation, and marketing, Mike's students experience a simulation of what it is like to bootstrap a business.

Mike has been playing in and managing his beer league hockey team for 26 years with a "Moonshot" to one day own the Detroit Red Wings. When Mike is not spearheading BIGGBY's newest business venture or writing his latest book, he can be found in Ann Arbor, Michigan, with his wife, Elizaveta, and their four children.