

Jeremy Fancher is a rising senior in the Olin School of Business at Washington University in Saint Louis, majoring in Finance and International Business. He is originally from Sioux Falls, South Dakota, but has also resided in Hawaii, Oregon, and Iowa. In his past work experience, Jeremy has mentored a CEO's children, been a TA for quantitative business analysis, managed a field marketing campaign for a convenience store, served at the Melting Pot, been an internet marketing brand manager for a start-up social networking website entitled MyPetPeeves.com, and worked at the check-in counter for United Airlines.

He is researching the inherent risks and empirical efficacy of franchise contracts for both the franchisee and franchisor. He seeks to gain a better understanding of the specific risks addressed by franchise contracts, why contracts are typically one-sided in favor of the franchisor, how they function within the current legal framework, and what contract-writing strategies can be utilized to strengthen and balance the franchisee-franchisor relationship.