

In The News

William Sentell, Trish MacAskill Earn Prestigious Certified Franchise Executive Designation

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Akerman is pleased to share that two members of its national Franchise and Licensing Sector Team— Litigation Partner William Sentell and Special Counsel Trish MacAskill —have successfully completed the International Franchise Association’s Certified Franchise Executive (CFE) program. Sentell and MacAskill join Franchise and Licensing Sector Team Co-Chairs Kevin Hein and Warren Lewis, who have also received the esteemed designation.

The CFE program is considered the gold standard for professional development in franchising and includes training in legal and business aspects of franchise sales, management, and compliance. Participants complete an impressive array of course offerings in business development, franchise management, and leadership to gain insights into franchise strategy and operations. The program is designed to provide information about all phases of franchising to assist emerging organizations that are just starting their journey while helping more established leaders understand how to successfully cultivate a growing enterprise.

“Trish and I are honored to join a select group of devoted industry leaders who have received the CFE designation,” Sentell said. “Obtaining CFE certification is a multi-year process that allows us to better serve our business clients.”

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Trish Barrett MacAskill
William W. Sentell

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Sentell focuses his practice on franchise dispute resolution and related corporate, regulatory, and compliance matters. His combination of litigation and transactional experience allows him to provide holistic legal representation to a variety of franchise stakeholders.

MacAskill focuses her practice on domestic and international franchise and distribution laws, as well as business transactions. She helps clients navigate franchise regulatory compliance matters as well as franchisee relationship issues, and also negotiates commercial transactions and real estate leases.

Learn more about the IFA's CFE certification [here](#).