

Company: Re-Bath, Phoenix, AZ

Company Description: Re-Bath is America's largest full bathroom remodeler with over 140 franchise locations nationwide. Founded in 1978 and headquartered in Phoenix, Arizona, Re-Bath offers effortless, full-service remodeling. Re-Bath partners with Lowe's and HGTV's Jenny and Dave Marrs, and has been awarded for a strong reputation and recognized as a top franchising opportunity.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Female Executive of the Year – Consumer Services –11 to 2,500 Employees

Nomination Title: Sharon Villegas



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 58 words used.

[ReBath.com](#) and [ReBathFranchise.com](#) provide a comprehensive look at both the customer-facing and franchise development sides of the business, which Sharon oversees.

The two **Vimeo links** showcase Re-Bath's national TV spots, including those featuring Jenny and Dave Marrs. These creative assets reinforce Sharon's success in building brand credibility and emotional resonance through trusted partnerships.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:
4. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 200 words used.

Sharon Villegas is the Chief Revenue Officer at Re-Bath. She began as an external agency partner, leading its first national TV campaign, and became Chief Marketing Officer in 2018. In 2019, she expanded her role to oversee National Accounts, launching the Lowe's partnership in 2020, now in 1,500+ stores. Her growth continued, taking on Franchise Development in 2021, reversing a unit growth decline. Following her success, she assumed responsibility for Sales and developed a Merchandising department to round out the customer experience with design guidance. Through her leadership across five departments, Sharon solidified the end-to-end customer experience and created a scalable revenue engine.

Since joining Re-Bath:

- o The brand grew from 99 franchises generating \$198M systemwide sales to 146 projected to reach \$514M in 2025.
- o Brand awareness increased by over 40%, and revenue over 70%.
- o Sharon launched an in-house media agency, increasing broadcast participation from 16 to 65 franchisees and digital from 24 to 75, with 20+ more expected by year-end. Media spend grew from \$7.9M in 2024 to a projected \$20M in 2025.
- o Customer engagement soared: reviews increased by 33,000, ratings rose from 4.3 to 4.8 stars, and review participation jumped from 7% to 30%.

5. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 245 words used.

Since July 1, 2023, Sharon has continued to drive exponential growth across Re-Bath's brand, franchise network, and revenue. One of her most strategic accomplishments was launching the internal Marketing Media Services (MMS), a centralized system for managing national and local media buying across digital and broadcast channels. Formalized in 2024, MMS improved budget efficiency, performance tracking, and franchisee support. In 2024, the team managed approximately \$7.9 million in media spend; for 2025, that figure is projected to grow to \$20 million—demonstrating the scalability of Sharon's vision.

In early 2024, Sharon led a strategic partnership with HGTV's Jenny and Dave Marrs, integrating the couple into brand messaging, media, and customer engagement. The partnership has elevated the customer experience with exclusive designs by Jenny and expert remodeling guidance from Dave. Their trusted presence helped elevate Re-Bath's emotional connection with customers and distinguish the brand in a crowded market.

Franchise performance also surged under Sharon's leadership. From 2022 to 2024, same-store sales grew by 17%, and in 2024 alone, Re-Bath sold a record 22 new territories. So far in 2025, the brand holds a 4.9-star customer review rating—a testament to its focus on customer experience and operational excellence.

Beyond campaigns and partnerships, Sharon has prioritized building a strong, cohesive marketing team to drive performance and innovation. Each milestone reflects her commitment to positioning Re-Bath not only as a leader in home remodeling, but as a top-tier franchise opportunity driven by data, creativity, and authentic brand connection.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 250 words used.

Sharon Villegas' leadership stands out not just for results, but for redefining what's possible in a male-dominated industry. While others compete on price and speed, Sharon prioritizes emotional connection and brand affinity, fueling growth and attracting strategic partners like Lowe's, Jenny and Dave Marrs, and sophisticated franchise candidates.

Through her execution of the Jenny and Dave Marrs partnership, she brought authentic relevance to the brand, seamlessly integrating media, messaging, and customer experience across channels, which set a new industry standard. Under her direction, marketing, sales, and franchise development function as a unified, high-performing revenue team. As a result, Re-Bath's reputation continues to grow, earning recognitions such as Bob Vila's "Best for Bathroom Renovations" in 2025 and prompting competitors to adopt a more story-driven approach.

Since 2018, gross sales skyrocketed from \$198M to \$494M in 2024 – a 150%+ increase. That growth has been matched by higher franchisee satisfaction and a 4.9-star customer rating in 2025. Furthermore, the launch of MMS created a self-sustaining engine for growth, saving franchisees millions in external fees and positioning Re-Bath as a franchise model few can match. While competitors often plateau, Sharon's tech-driven, insight-led strategy ensures sustainable success.

Sharon leads with purpose, weaving social responsibility into the fabric of Re-Bath's growth. From \$5 Habitat for Humanity donations tied to every customer survey, to expanded partnerships with City of Hope, The Home Depot Foundation, and the Lowe's Foundation, she drives business results while making a meaningful difference. Her leadership isn't just effective – it's transformational.

Attachments/Videos/Links:

[Sharon Villegas](#)



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