

# PAUL BALUCH

Holiday Lights Academy



## PCA EXPO 2025 SPEAKER

Topic: Alternate Revenue Streams Panel

PAUL BALUCH IS A SERVICES AND FRANCHISING EXECUTIVE WITH 17 YEARS OF EXPERIENCE GROWING AND SCALING BUSINESSES SUCH AS 1-800-GOT-JUNK, SHACK SHINE, AND HOUSE DOCTORS. AS AN ENTREPRENEUR, ADVISOR, AND INVESTOR, PAUL HAS THE UNIQUE ABILITY TO ENABLE TEAMS AND ORGANIZATIONS TO SUCCEED THROUGH A FOCUS ON GROWTH AND SCALABILITY. OVER THE YEARS, PAUL HAS LED TEAMS ACROSS MULTIPLE BRANDS, COLLECTIVELY CONTRIBUTING TO \$100M IN REVENUE, 150+ LOCATIONS, AND 4700% GROWTH! WHILE AT SHACK SHINE, PAUL LAUNCHED HOLIDAY LIGHTS ACROSS ALL LOCATIONS, GROWING IT TO \$15M+ IN JUST FOUR YEARS. AS FOUNDER AND CEO OF THE HOLIDAY LIGHTS ACADEMY, PAUL HELPS BUSINESS OWNERS SKIP THE GUESSWORK AND GET PROVEN SYSTEMS, PROCESSES, RESOURCES, AND TRAINING TO HELP THEM LAUNCH HOLIDAY LIGHTS IN THEIR BUSINESS. PAUL'S TRUE PASSION IS CONNECTING WITH ENTREPRENEURS AND HELPING GROW AND SCALE BUSINESSES PROFITABLY.