

Craig Wright is the CEO of Aqua-Tots swim school based in Mesa, AZ. With over 30 years of executive leadership experience, Craig has directed substantial growth and has led profitable organizations across multiple retail sectors, helping companies achieve extraordinary success.

Prior to Aqua-Tots, Craig worked in multiple positions for Leslie's Pool Supplies, the leading U.S. retailer of swimming pool supplies and equipment. Craig also has 10 years' experience as SVP National Sales and Logistics for Millard Refrigerated Services and 18 years' experience working for Buttrey Food and Drug where he held several positions starting as a box boy and working up to Vice President of Distribution, Merchandising and Support.

Craig earned a Bachelor's degree from Montana State University Billings. He is also a Certified Franchise Executive (CFE), a distinction awarded by the International Franchise Association that recognizes his dedication to ethical franchising, operational excellence, and impactful leadership within the franchise industry. Craig is joined today with his wife, Liane.