

RICK CONWAY

CEO

Blue Water Business Advisors

Aligned for Success

*Proven experience across a wide range of industries
Participation in 20+ senior management leadership teams
Positive results in both privately and publicly owned companies*



Rick Conway has been engaged by companies across a dozen industry sectors whose management realized change was necessary to help them achieve their goals. His clients have included businesses trying to excel against strong competition; clients that desired to improve current operational practices to achieve greater results; businesses that realized the composition of their senior management team did not achieve the desired level of effectiveness; and others that were struggling to make a profit.

Over 40 years of experience, from management within a Fortune 50 company to advising mid-sized and family-owned businesses, Rick has identified and sharpened the core business principles that lead to organizational success: *Aligned Expectations, Clear Concise Communication, Accountable and Measurable Processes and Focused Leadership*. His ability to identify the client's strengths and weaknesses have allowed him to adapt and apply these principles to a spectrum of companies whose size, motivation and methods differ but whose goals are similar.

Since founding Blue Water Business Advisors in 2017 Rick has collaborated with his clients to ensure their senior leadership teams are dynamic and have not just evolved over time because of seniority or internal relationships. Dynamic leadership requires the skills, experience and motivation to achieve a company's current and future objectives. Rick has not only developed numerous strategic growth and financial plans, compensation plans, HR on-boarding and retention plans, he has also been actively involved in the *execution* of those plans. Additionally, he has assisted several clients in developing KPI's that are incorporated into the firm's compensation plans and are integrated into the company culture.

Prior to Blue Water Business Advisors, Rick held various C-suite positions in a wide range of industries: nurse staffing, small package shipping, environmental services, restaurant and private equity/family office. Some companies had as many as 400 employees and others as few as 10, a corporate diversity that has allowed Rick to work seamlessly at any level in managing such tasks as due diligence for purposes of acquisitions, negotiation of acquisition terms, scaling companies for growth and shuttering companies for lack of profitability.

Originally from the Boston area, Rick began his business career with Pepsico, Inc., where he spent 18 years in various operational and business development capacities before settling in New Orleans in 1989. He has served on several boards, including the New Orleans College Prep Charter School, The Louisiana Children's Museum, Louisiana Lighthouse for the Blind, CASA Jefferson and the University of New Orleans Athletic Foundation. A Massachusetts native, Rick holds BS and MA degrees from Salem State College.