

# Grow with Blue Canyon Partners

When you join Blue Canyon Partners you'll be part of a unique community of consultants who collaborate to help business-to-business companies solve growth challenges and identify growth opportunities. You will use your skills to identify insights for our clients that create value and drive impact. We operate in an agile environment, giving you more control over your career and the ability to pioneer ideas in an entrepreneurial setting.

“The projects cover a diverse range of industries and topics. You are constantly learning and gaining new skills.”

**SENIOR CONSULTANT**

## Who is Blue Canyon?

Blue Canyon is a management consulting firm that provides Fortune 500 business-to-business (B2B) executives and private equity firms strategic direction on how to drive profitable growth. As one of the innovators of B2B growth strategy, we have executed hundreds of engagements across virtually every major industry around the globe. We help our clients identify and take advantage of new growth opportunities and discover how to create and capture more value from existing businesses.

Blue Canyon specializes in delivering solutions on a wide array of growth challenges and opportunities. Our work focuses on helping clients optimize the commercial, front-end of their business, creating value and driving impact in key business areas, such as:

- Identifying and entering new markets
- Creating new business models
- Assessing strategic merger and acquisition targets
- Building more effective segmentation and value proposition
- Optimizing products/offerings portfolio
- Improving pricing effectiveness
- Developing major customer relationships

## What Makes Blue Canyon Different?

Companies come to Blue Canyon because of our:

- Laser focus and deep practice in the B2B arena to tackle complex, multi-stakeholder environments
- Broad experience that brings a fresh perspective and practical ideas from other industries and markets
- Methodologies that thoroughly address all key aspects of a business challenge/opportunity and lead to actionable results
- Teams that can ramp up quickly and get our clients to decisions faster

“Blue Canyon challenges you to analyze and answer the big questions facing senior executives.”

**ENGAGEMENT MANAGER**

## How You'll Make an Impact at Blue Canyon

Stimulating, entrepreneurial, and rewarding are some of the words used to define what it's like to work at Blue Canyon. We offer you the dual opportunity to contribute to the success of a high-growth firm while driving significant impact for top Fortune 500 clients. While helping our clients be successful, you will gain broad experience across multiple industries, significant exposure to senior leadership, and in-depth training on how to approach high-level business challenges.

Unlike many other management consulting firms, Blue Canyon believes in limited travel for its consultants, giving you more time to focus on the project at hand. Based just outside of Chicago in Evanston, Illinois, we take great pride in creating a team culture and a great place to work.

During a typical day at Blue Canyon, you may find yourself:

- Identifying global market opportunities for a client's newly developed solution and creating its go-to-market strategy
- Leading associate teams in conducting a market sizing analysis
- Distilling key takeaways from analyses and building a presentation
- Conducting qualitative research with industry experts
- Presenting insights and recommendations to senior client executives

### LEARN MORE

To learn more about Blue Canyon Partners, its team, and project work, visit our website at [bluecanyonpartners.com](http://bluecanyonpartners.com).