

YOUR JOURNEY

# Begins Here

Earning a degree is a significant achievement. As such, you have high expectations for your job and your career. At Blue Canyon Partners, we encourage our employees to be themselves and supply them with the support and tools to aim for excellence. Whether you are just starting out or an experienced professional, you will benefit from tackling challenging projects and working with bright individuals who are passionate about growth.

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

**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

“A great entry point into the professional world.”

**ASSOCIATE**

## 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. While helping our clients be successful, you will have the chance to advance your career and gain new skills through meaningful work, give back to the community, and participate in a range of fun work activities. 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
- Modeling the size of an adjacent market
- Conducting qualitative research with industry experts
- Presenting insights and recommendations to senior client executives

## How You'll Grow

Blue Canyon understands that our people are our strongest asset, and we reflect this in our approach to managing careers. While at Blue Canyon, you will have an opportunity to:

- Collaborate on team-oriented projects
- Gain exposure to a wide array of industries and business challenges
- Work directly with clients
- Foster personal development in a growing work environment
- Travel and experience new cultures

### LEARN MORE

Start your journey with Blue Canyon. Find our posting on your career center's website or visit Blue Canyon's career page at [bluecanyonpartners.com/careers](http://bluecanyonpartners.com/careers).