

JANAS

NEWSLETTER

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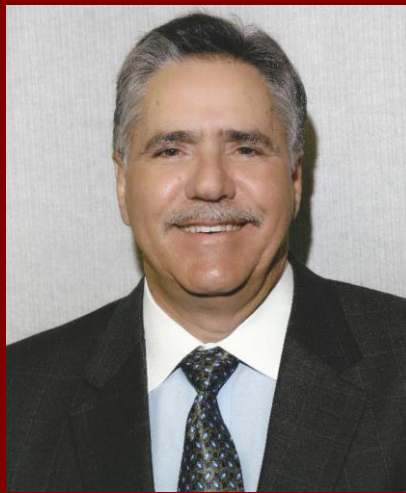
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Ricardo J. Alvarez, Ph.D.

Ric joined Janas in June as an Investment Banker and Management Consultant.

Ric Alvarez is a Food Industry star. His strategic understanding of the dynamics of the Food Industry is exceptional. His ability to formulate new strategies that address emerging trends has created millions of dollars of value for his clients. He has engaged directly in acquisitions, divestitures and integration of Food Industry companies

Ric enhanced the operations of Overhill Farms, Inc. exceeding budgets. He achieved similar results at a mid-sized Food Industry company, where sales doubled over a 4 year period.

He has an instinct for identifying problem areas and gaining consensus to implement highly profitable change. He is known for turning struggling food companies into category leaders. His storied career is filled with instances where he directed both family and Private Equity owned companies to gain market share, reduce expenses, and dramatically increase owner value.

Ric's broad perspective of the Food Industry is a result of managing large and small companies, in different food categories: Shelf Stable, Refrigerated and Frozen Foods; and a variety of cuisines: Ethnic, Healthy, and Traditional. His expertise has been sought by more than a dozen industry groups and companies that have named him to serve on their Boards of Directors.

Ric is widely regarded as an expert on ethnic foods, especially Hispanic, as well as an early proponent of Healthy Cuisine. He has been adept at finding under served niches and positioning management teams to take advantage of new profit opportunities.

He has been described by his colleagues as an inspirational business counselor and a wise mentor whose advice is visionary in scope, but anchored with practical implementation plans.

Ric holds a B.S. in Microbiology from the University of South Florida and an M.S. in Food Science and a Ph.D. in Food Science and Human Nutrition from the University of Florida.

Janas Associates, Investment Bankers, and Janas Consulting, Management Consultants are recruiting new professionals to support growth of the Firm.

JANAS is an Investment Bank and Management Consulting firm focused on the middle market. Our professionals have personal experience in many industries and as practicing professionals in law, accounting and consulting. We "*Put ourselves in the shoes of our clients.*"

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