

## **Larry Perkins**

**Lawrence Perkins**, Founder and Chief Executive Officer of **SierraConstellation Partners**, has more than 20 years of management consulting and advisory experience with companies undergoing transition. Lawrence has enhanced business performance for numerous companies on projects ranging from interim management, profit improvement and working capital management to strategic planning and transaction execution.

Lawrence has served in a variety of senior-level positions including Interim CEO/President, Chief Restructuring Officer, Board of Directors Member, Financial Advisor, Strategic Consultant, and Investment Banker, to numerous middle-market companies and is particularly skilled at assisting clients through challenging situations.

Prior to founding SCP, Lawrence was a Senior Managing Director and regional leader of a national consulting firm where he was responsible for business development, marketing, staffing, and general management of the firm's western region. Lawrence joined the firm in 2010 when it acquired El Molino Advisors, a company he founded in January 2007 and led as the CEO.

Lawrence began his career in the strategic consulting group of Arthur Andersen after graduating from the University of Southern California Marshall School of Business. He is currently on the board of several non-profits, and two corporate boards, and is a member of the Young Presidents Organization.

In 2021, Lawrence won the 15th Annual M&A Advisor Turnaround Award under the category of 'Information Technology Deal of the Year' for his work with Wave Computing.

Lawrence is the author of the Amazon bestseller, *Don't Be A Stranger*, where he explores the secrets of strategic relationship building. He provides personal advice on how to create luck in business by offering techniques that can ultimately help readers develop their own enriching community.