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Sleeping Giant Capital Announces Kelly Conway as CEO in Residence

KALAMAZOO, Mich.—[Sleeping Giant Capital](#), a West Michigan-based investment and growth platform, today is announcing Kelly Conway as its next CEO in Residence.

Kelly joins Sleeping Giant Capital with over 25 years in executive leadership. She was previously Chief People Officer for Lockton – a global insurance broker – and Chief Human Resource Officer at Acrisure – a global financial technology firm. Prior to that she was Vice President at Stryker supporting the global supply chain with 42 plants across nine countries.

Ms. Conway is focused on acquiring and growing a business in the professional service space, with a particular focus on Human Resource Services including consulting, recruitment, talent management, and outplacement.

At Sleeping Giant Capital, Ms. Conway will serve as a CEO in Residence. She will be responsible for leading sourcing and diligence activities on investment opportunities with the goal of becoming owner-operator. Ms. Conway is focused on opportunities with \$1.5M to \$4M in annual cash flow.

“My purpose is to grow a business that ensures a culture where employees can be the best version of themselves and creates economic value,” said Kelly Conway. “My experience has shown me that the most successful businesses grow at the intersection of people and profit. I want to build a firm that helps organizations build out their talent strategies for enduring success.”

Kelly has a Bachelor of Science in Marketing from Northern Arizona University and attended Law School in San Francisco at Golden Gate University. Kelly and her husband Brad reside in Kalamazoo, MI with their two high schoolers, Collins and Bailey while also supporting their two college young adults, Bri (GVSU) and Peyton



(MSU). Kelly is an Advisory Board Member for Family & Children Services in Kalamazoo and an avid triathlete.

About Sleeping Giant Capital

Sleeping Giant Capital's mission is to empower a new era of leaders to acquire and grow West Michigan businesses. The firm employs professionals to become owner-operators, invests for the long term out of a unique 25-year fund, and grows investments through a platform architecture. For more information on Sleeping Giant Capital visit sleepinggiantcapital.com.