



COMPANY PROFILE

- U.S.-based business seeking a transition or partial exit by joining a larger Human Capital Platform
- Ability to establish a Michigan-based office or operate through a fully virtual headquarters
- B2B Professional Services Agency with focus on Human Resource/Human Capital: HR Consulting, Culture, Leadership Development, Outplacement
- Future growth through sales, new verticals, new markets, or M&A

FINANCIAL PROFILE

\$7M +
in annual review

\$1.5M +
in annual EBITDA

EXECUTIVE PROFILE



KELLY CONWAY

Kelly Conway is a strategic buyer building a comprehensive human capital platform designed to serve mid-market clients across the full employee lifecycle—from hire to retire. She is seeking to acquire a company that will integrate with her recent acquisitions of Rep-Lite and Pondera Advisors. With over 25 years of executive experience in human resources, business services, and operations, Kelly brings deep expertise and a strong track record.

ABOUT SLEEPING GIANT

Headquartered in Kalamazoo and rooted in West Michigan values, Sleeping Giant Capital is a long-term alternative to traditional private equity. We partner with experienced entrepreneurs to acquire, operate, and grow lower middle-market businesses. Our evergreen investment model ensures leadership continuity, preserves company culture, and drives sustainable growth—creating value measured in decades, not years.