

**Alicia Butler Pierre** is the founder of Equilibria, Inc., a five-year-old operations management firm specializing in small business infrastructure headquartered in Atlanta, GA.



Before founding Equilibria, Alicia actually worked as a Chemical and Environmental Engineer creating processes to manage budgets, reach production goals, and remain in environmental compliance.

Concerned about the “disconnect” between corporate decisions and technical practicality, she pursued an MBA and eventually founded Equilibria. Equilibria’s services blend science and business principles to create processes and systems that help companies operate more efficiently.

With Equilibria, Alicia now shares the high-level skills and processes that Fortune 100 corporations rely on to improve their bottom line. Her work experience includes chemical process & design engineering, project coordination & management, marketing research & analysis, business infrastructure design, systems analysis & integration, and business process mapping, documentation & optimization.

In addition to working directly with clients, Alicia has been a sought after speaker, educating entrepreneurs and business owners about the importance of setting up business infrastructure and operating efficiently. As CEO of Equilibria, Alicia has been:

- nominated in 2009 as one of the Atlanta Business Chronicle’s “Top 40 Under 40,”
- featured in the “Intelligentsia” section of the first Crave Atlanta book,
- awarded participation in the selective State of Georgia Governor’s Mentor Protégé Program,
- selected for mentorship through Georgia Tech’s Enterprise Innovation Institute,
- sponsored by AT&T in the Kauffman Foundation’s Fast Trac Growth Venture program,
- interviewed on Atlanta Interfaith Broadcasters, “A Woman’s Life” program in 2005,
- commissioned to develop small business & organization for children programs as well as document core volunteer processes by the Atlanta Fulton Public Library system.

With her innovative and proprietary business operations model, *Klonos™*, Alicia is generating buzz and catching the attention of many civic, social, and professional groups as well as Investors, many of whom have proposed to help Equilibria expand its own operational reach. *Klonos™* is a clever blend of techniques Alicia applied while working on projects in various manufacturing, retail, non-profit, government, private and publicly-held organizations.

Alicia has a B.S. in Chemical Engineering with minors in Technical Sales and Chemistry from Louisiana State University. Alicia also holds an MBA with concentrations in Marketing and Management from Tulane University, where she graduated in the top 10% of her class. She currently resides in Atlanta, GA with her husband, Christopher, and enjoys Louisiana cuisine, international travel and Egyptian & Greek mythology and looks forward to learning how to garden and play the acoustic guitar.

