



Say Hello to...

Blyth & White CONSULTANCY

Blyth & White is a consultancy firm specializing in operational, strategic, and technology-based advisory solutions. We provide professional and managed services to help organizations achieve branded outcomes and drive measurable growth. With our unconventional approach and deep industry expertise, we enhance projects and cultivate organic partnerships with our clients. We are committed to being your trusted partner in navigating complex challenges and achieving strategic objectives.

Choose Blyth & White to unlock your organization's full potential and ensure branded outcomes for long-term success.

The Mission

at Blyth & White is to empower organizations, businesses, and professionals to achieve excellence and growth by providing strategic guidance, innovative solutions, and actionable insights. We are committed to fostering enduring partnerships, helping our clients navigate complexities, optimize operations, and achieve their long-term objectives. With an unconventional and intentional approach, we strive to challenge the status quo, defy conventions, and embrace creativity to drive meaningful impact and sustainable success.

Excellence

We strive for excellence in everything we do, setting high standards for quality, professionalism, and client satisfaction.

Collaboration

We believe in the power of collaboration and teamwork, fostering a culture of open communication, trust, and shared success.

Integrity

We uphold the highest ethical standards, maintaining confidentiality, transparency, and fairness in all our interactions.

Innovation

We embrace innovation and creative thinking, continually seeking new approaches and solutions to drive positive change.

Empowerment

We empower our clients by equipping them with the knowledge, tools, and resources to make informed decisions and achieve their goals.



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Blyth & White Consultancy - We are hybrids. We are unconventional. We are intentional. With a comprehensive range of professional services, managed solutions, and a client-centric approach, we embrace a hybrid mindset that defies convention. Drawing from diverse perspectives and methodologies, we provide strategic guidance and innovative ideas tailored to meet your unique needs and objectives.

Our aim is to empower you to stand out in the ever-evolving business landscape, driving sustainable growth and achieving your goals.”

Who & Why Us

Blyth & White is a leading consulting firm dedicated to helping businesses thrive in today's dynamic and competitive landscape. With a team of experienced professionals and a client-centric approach, we offer tailored solutions to address the unique challenges faced by organizations across various industries. Our commitment to excellence and innovation sets us apart as a trusted partner for strategic growth and sustainable success.

Blyth & White Consultancy is a vibrant force that never stops the music, where the lights never go out, and opportunities bounce off the walls. We ignite cities and coastlines, passionately spreading the word person-to-person.

What sets us apart is our ability to color outside the lines, defy convention, and embrace creativity. We challenge trends, carving our own path forward. Through meaningful in-person conversations, we transcend the digital realm of social interaction. We break barriers, dismantle limitations, and disrupt existing silos, fostering collaboration and synergy. We scale walls and dance on the ceiling of possibilities, consistently surpassing expectations. Without the unique value we bring, we make you question your existence.

Since our establishment in 2018, Blyth & White has been guiding organizations through difficult conversations and providing operational support to both domestic and international clients. We view every opportunity as a chance to enhance projects and cultivate organic partnerships with our clients. Our expertise, rooted in tradition and informed by industry metrics of success, enables us to guide teams towards measurable growth in today's hyper-connected world.

Our Abilities = Results

Blyth & White Consultancy is a leading provider of professional and managed services, as well as strategic solutions, designed to meet the diverse needs of organizations across various industries. With our comprehensive range of offerings, we empower our clients to achieve their goals, drive sustainable growth, and stay ahead in a rapidly evolving business landscape.

Through a combination of services and solutions, Blyth & White Consultancy caters to the unique needs of organizations, providing them with expert guidance, innovative solutions, and actionable insights. Our client-centric approach, industry expertise, and commitment to excellence ensure that organizations receive the support they need to thrive in today's dynamic business landscape.

Whether organizations require strategic planning, operational optimization, digital transformation, risk management, or talent development, we offer a customized approach tailored to their specific challenges and objectives. Our team of experienced professionals leverages their expertise and industry knowledge to deliver results that align with our clients' vision and drive sustainable success.

At Blyth & White Consultancy, we understand that every organization is unique, and we are dedicated to providing tailored solutions that address their specific needs. Our extensive range of services and solutions includes strategy development, organizational transformation, market research, digital innovation, diversity and inclusion, cybersecurity, cloud systems, and much more.

By offering this extensive range of services and solutions, Blyth & White Consultancy ensures that organizations have access to the necessary expertise and support they need to address their specific challenges, seize opportunities, and achieve their strategic objectives. With our collaborative approach, industry experience, and dedication to excellence, we serve as a reliable partner for businesses across sectors, helping them navigate complexities, drive growth, and unlock their full potential.



From Conception

Founded in 2018 by Rickey J. White, Jr. (RJW™), Blyth & White is led by a visionary technologist and creative professional with nearly twenty years of cross-industry experience. As the Founding Senior Managing Partner, RJW™ brings his expertise in branding, strategy, and consulting to the firm. With a deep understanding of technology, strategic thinking, and innovative problem-solving, RJW™ has become a prominent figure in the industry. His proficiency in digital platforms, data analysis, and emerging technologies enables him to develop impactful strategies that drive business success. RJW™ is dedicated to innovation and staying ahead of industry trends, delivering tailored solutions that empower clients to thrive in today's ever-evolving landscape.

Expect Us To

Color outside the lines,
defying convention and embracing creativity.

Challenge trends,
carving our own path forward.

Foster meaningful in-person conversations,
transcending the digital realm of social interaction.

Break barriers and dismantle limitations
that hinder progress.

Disrupt existing silos,
fostering collaboration and synergy.

Scale walls and dance on the ceiling of possibilities,
surpassing expectations.

Make you question your existence
without the unique value we bring.

Solutions + Services

Blyth & White Consultancy offers a comprehensive range of professional services, managed solutions, and expert guidance to meet the diverse needs of organizations. With a client-centric approach, industry expertise, and commitment to excellence, we empower organizations to drive sustainable growth, achieve their goals, and thrive in today's dynamic business landscape.



Multi-Cultural Engagement: Cultivating meaningful engagements and embracing diversity to create inclusive environments and foster collaboration.

Ideation & Development: Facilitating ideation sessions and driving the development of innovative solutions and products.

Project Modernization: Transforming and modernizing projects through innovative approaches and cutting-edge technologies.

Cybersecurity: Comprehensive cybersecurity solutions to safeguard organizational data and protect against cyber threats.

Cloud Systems: Designing and implementing cloud-based systems to enable scalability, flexibility, and enhanced collaboration.

Information Technology: Expertise in managing and optimizing IT infrastructure and systems to support organizational goals.

Leadership Workflows: Streamlining leadership workflows and processes to enhance efficiency and effectiveness in decision-making.

System Integration Tools: Seamlessly integrating diverse systems and tools to enable efficient data sharing and collaboration.

Food & Beverage Logistics: Optimizing logistics and supply chain processes within the food and beverage industry to maximize efficiency.

Staff Augmentation: Providing skilled professionals to augment existing teams and meet specific project or operational needs.

Brand Relevancy: Developing strategies to enhance brand relevancy and ensure alignment with target markets and customer expectations.

Intergovernmental Affairs: Expert guidance and strategic support in navigating the complex landscape of government relations and intergovernmental collaborations.

More Solutions + Services

Strategy Development and Planning: Tailored strategies and comprehensive planning to guide organizations towards their goals and drive sustainable growth.

Organizational Transformation and Change Management: Expert guidance and support in navigating organizational change and driving successful transformations.

Performance Optimization and Operational Excellence: Streamlined processes and optimized operations to enhance efficiency and achieve excellence.

Market Research and Analysis: In-depth market insights and analysis to inform strategic decision-making and drive competitive advantage.

Digital Transformation and Technology Integration: Cutting-edge solutions and seamless integration of technology to drive digital transformation and innovation.

Risk Management and Compliance: Proactive risk assessment and management strategies to ensure compliance and protect organizational interests.

Training and Development: Customized training programs and professional development initiatives to enhance skills and foster growth.

Strategic Partnerships and Collaborations: Facilitation of strategic alliances and collaborations to drive mutual growth and expand market reach.

Process Optimization and Efficiency: Identification and implementation of process improvements to drive efficiency and maximize productivity.

Leadership Development and Training: Tailored leadership programs and training initiatives to nurture talent and cultivate effective leaders.

Market Entry and Expansion Strategies: Comprehensive strategies and guidance to enter new markets or expand existing ones successfully.

Risk Assessment and Mitigation: Thorough risk assessment and proactive mitigation strategies to minimize potential threats and vulnerabilities.

Mergers and Acquisitions Advisory: Expert advice and support throughout the merger and acquisition process to ensure successful outcomes.

Broadband Connectivity: Innovative solutions to enhance broadband connectivity and enable organizations to leverage high-speed internet access.

Digital (Divide) Equity: Strategies and initiatives to bridge the digital divide and ensure equal access to digital resources and opportunities.

User Experience (UX/UI): Designing intuitive and user-friendly experiences to enhance customer satisfaction and engagement.

Facility & Site Technology: Expertise in leveraging technology to optimize facility and site operations, improving efficiency and effectiveness.

Operations Management: Comprehensive management solutions to optimize day-to-day operations and achieve operational excellence.

Business Intelligence: Advanced analytics and insights to drive data-informed decision-making and gain a competitive edge.

Diversity, Equity & Inclusion: Strategies and initiatives to foster diversity, equity, and inclusion within organizations and promote a culture of belonging.

Behavior Analytics: Utilizing behavioral data analysis to understand customer behavior and optimize business strategies.

Smart Technologies: Leveraging innovative smart technologies to enhance processes, efficiency, and overall organizational performance.

Technology Equipment Liaison: Expert guidance and support in selecting and implementing technology equipment for optimal performance.

**Choose Blyth & White Consultancy
as your trusted partner, and
together, we will embark on a
journey of success, harnessing the
power of our services and solutions
to propel your organization forward.**

Successful Projects

These are just a few examples of notable clients and successful projects that highlight Blyth & White's track record. Each client represents a different industry and showcases the diverse expertise and capabilities of Blyth & White in delivering successful marketing, communications, and event management solutions.

The Diageo logo consists of the word "DIAGEO" in a bold, pink, sans-serif font.

Diageo Brands (Alcohol/Beverages)

Diageo is a global leader in the alcoholic beverages industry. Working with Diageo Brands demonstrates Blyth & White's expertise in marketing and promoting alcoholic beverage brands, showcasing their ability to create successful campaigns and drive brand awareness in the competitive beverage market.



American Cancer Society (Non-Profit Organizations)

The American Cancer Society is a prominent non-profit organization dedicated to cancer research, advocacy, and support. Collaborating with the American Cancer Society highlights Blyth & White's commitment to social causes and their ability to contribute to impactful campaigns and initiatives that raise awareness and support for important health issues.



Essence Music Festival (Events/Entertainment)

The Essence Music Festival is a major annual event celebrating African-American music, culture, and entertainment. Involvement with the Essence Music Festival demonstrates Blyth & White's expertise in event management and their ability to create engaging and successful experiences for large-scale festivals and entertainment events.



Ford Motor Company (Automotive)

Ford Motor Company is a renowned automotive manufacturer. Partnering with Ford Motor Company showcases Blyth & White's experience in the automotive industry, highlighting their capabilities in providing marketing and communications solutions tailored to the needs of major automobile brands.



University of Alabama at Birmingham (Education)

The University of Alabama at Birmingham is a respected educational institution. Collaborating with the university reflects Blyth & White's expertise in the education sector, indicating their ability to provide strategic communications and marketing services to educational organizations and universities.



United States Army (Defense/Aerospace)

Working with the United States Army demonstrates Blyth & White's experience in the defense and aerospace industry. It showcases their ability to handle high-profile clients in the defense sector, providing effective communication strategies and marketing support for government and military organizations.

Snapshot List of Clients

Blyth & White's diverse client base and successful projects across various industries, including travel/tourism, media/publishing, banking/financial services, political consulting/government relations, and more. We will continue to demonstrate Blyth & White's versatility in delivering effective marketing, communications, and consulting solutions tailored to the specific needs of each client and industry.



Alcohol/Beverages:

- Diageo Brands
- Brown-Forman Corporation

Non-Profit Organizations:

- American Cancer Society
- American Red Cross
- The 7th Project (Congresswoman Terri Sewell)
- Jefferson County Family Resource Center
- Woke Vote
- Woodlawn United
- The National Black MBA Association

Banking/Financial Services:

- BBVA Compass (PNC)
- TruFund Financial
- First Horizon Bank (TRUST)

Media/Publishing:

- Alabama Media Group

Events/Entertainment:

- Essence Music Festival
- Harlem Fine Art Show (AFAS)
- Turkey Day Classic (ASU & MGM)

Faith-Based/Religious Organization:

- The Harvest Place Church
- More Than Conquerors Faith Church

Automotive:

- Ford Motor Company
- BMW North America
- Lincoln Motor Company

Real Estate/Development:

- Howell Development Company
- UJAMMA Construction
- Optimum Investments

Government/Agency:

- Alabama Department of Transportation
- Etowah County Industrial Development Board
- City of Birmingham

Political Consulting/Government Relations:

- Cornerstone Government Affairs

Healthcare/Medical:

- Behavioral Health Link (RI International)
- Student National Medical Association
- CrisisTalk & CrisisNow

Travel/Tourism:

- Carnival Cruise Lines
- Birmingham-Shuttlesworth International Airport

Education:

- University of Alabama at Birmingham
- Birmingham City Schools

Public Policy & Politics:

- Congressional Black Caucus (21st Council)
- National Forum for Black Public Administrators (NFBPA)

Defense/Aerospace:

- United States Army (Timeless)
- RKM Aerial (Republic of Colombia)

Community Engagement:

- Westside Rising (ThinkRubix)

Based on Blyth & White Consultancy's Professional & Managed services, we've highlighted the unique and innovative approaches that differentiate our firm:

At Blyth & White Consultancy, we believe that a successful engagement requires a tailored approach that addresses the unique challenges and goals of each organization. Our approach combines industry expertise, strategic thinking, and innovative methodologies to deliver results that drive sustainable growth and success. We pride ourselves on our ability to think beyond traditional boundaries and offer innovative solutions that differentiate us from competitors.

Collaborative Partnership:

We foster a collaborative partnership with our clients, considering them as trusted allies in our journey toward achieving their objectives. We believe that open communication, active listening, and a deep understanding of our clients' needs are essential for delivering tailored solutions. Our collaborative approach ensures that clients are actively involved throughout the engagement, allowing us to align our services with their vision and goals.

Unconventional Thinking:

We challenge conventional thinking and encourage our clients to do the same. Our team of experienced professionals brings a fresh perspective and innovative ideas to every project. By defying industry norms, we help our clients uncover untapped opportunities and explore new possibilities for growth. Our unconventional thinking sets us apart and enables us to develop unique solutions that drive meaningful impact.

Data-Driven Insights:

We leverage the power of data to gain valuable insights and inform our decision-making process. Our approach involves thorough market research, data analysis, and industry benchmarking to identify trends, opportunities, and potential risks. By harnessing the power of data, we equip our clients with the knowledge and insights needed to make informed decisions that drive their success.

Agile Methodology:

We embrace an agile methodology that allows us to adapt and respond quickly to changing circumstances. Our iterative approach ensures that we can fine-tune our strategies and solutions based on feedback and evolving business needs. By maintaining flexibility and agility, we can navigate complex challenges and seize emerging opportunities effectively.

Technology and Innovation:

We are committed to staying at the forefront of technological advancements and embracing innovation. We continuously explore emerging technologies and their potential applications to drive transformative change for our clients. By harnessing the power of digital tools, automation, and data-driven solutions, we help organizations optimize their operations, enhance customer experiences, and achieve their strategic objectives.



Operational, Strategic, and Technology-based advisory solutions with robust Professional & Managed Services capabilities.

Continuous Learning and Improvement:

We believe in the power of continuous learning and improvement. We stay updated with the latest industry trends, best practices, and innovative approaches. By investing in our team's professional development, we ensure that we bring cutting-edge knowledge and expertise to our clients. We are dedicated to refining our methodologies, expanding our capabilities, and delivering services of the highest quality.

These innovative and unique approaches differentiate Blyth & White Consultancy from competitors. Our collaborative partnership, unconventional thinking, data-driven insights, agile methodology, emphasis on technology and innovation, and commitment to continuous learning position us as a forward-thinking and trusted advisor for our clients.

BLYTH & WHITE CONSULTANCY



What is the Most Difficult Thing You or Your Organization is Facing Today... ?

Great! That's Where We Can Start.

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