



Ones to Watch Fall 2022: Alicia Libby, SWBR

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Alicia Libby
Associate/Business Operations Mgr.

SWBR

What recent project, transaction or accomplishment are you most proud of?

I held a key role in the recent acquisition of our smaller firm, to become part of SWBR. Being the main operations manager with our smaller firm I had the knowledge of all pieces of the company (financials, legal, project management, graphics, and human resources). Because of this, I was able to translate, connect, train, and ultimately help make the transition as smooth as possible. Any transition like this takes time, and the insight and knowledge I was able to share helped it along its path.

Tell us about a mentor or role model that has influenced your career choices?

My mentor was my boss at my first 'real' job out of college. It was 2001 and not very many companies were hiring for graphic design positions, so I decided to take a sales position at a large well-known florist in Boston. Three brothers owned and ran different aspects of the company and my direct boss, just after a short time in sales, took me under his wing and taught me all about the company, finances, customer service, marketing, and worked with me to create a position that allowed me to wear many hats and play important roles throughout the eight years I was employed there. He was one of the most hardworking people I had ever met, and I saw just what went into creating and maintaining a successful business where I felt that his company was my company too.

What do you enjoy doing when you are not working?

I enjoy spending time with my family and I love baking.

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