

Bryan Rand '01

Founder & CEO, Rand & Co Holdings LLC

Bennie Award in Achievement

Bryan Rand, the founder and CEO of Rand & Co Holdings LLC, is an entrepreneur, builder, and advocate for the transformative potential of business ownership. He has spent his career proving that business ownership can transform communities, empower individuals, and create lasting impact.

Growing up in Indianapolis as the only son of first-generation college graduates and small-business owners, Rand witnessed how local businesses can serve as the lifeblood of neighborhoods—creating jobs, providing services, and fostering economic resilience. That experience instilled in him a lifelong passion for building businesses with purpose and a generational mindset.

In 2001 Rand graduated from Morehouse magna cum laude with dual degrees in German studies and business administration with a concentration in finance. After earning an MBA from Harvard Business School as a Credit Suisse Fellow, Rand began his career in New York City at Credit Suisse, working in the investment bank and its private equity investing affiliate, DLJ Merchant Banking Partners.

Following his work at Credit Suisse, Rand held positions working with Tritium Partners, a private equity firm managing more than \$1.5 billion in assets. He also helped launch Brightwood Capital Advisors, where he worked with a small team to acquire a \$200 million distressed credit portfolio from a major Wall Street investment bank. Rand has also served as board chair and president of Vacation Innovations, the largest marketplace in the vacation ownership industry.

In 2015, Rand founded the private equity firm Rand & Co Holdings LLC (RCH), for which he currently serves as CEO. The private holding company creates, acquires, and grows private businesses, holding them long-term while prioritizing sustainable growth over quick exits. The RCH portfolio consists of companies with more than \$400 million in combined annual revenue and over 2,000 employees across diverse sectors, including manufacturing, distribution, consumer goods, government services, retail, and hospitality. RCH owns its companies outright or in collaboration with trusted friends and family members as co-investors, ensuring a shared commitment to long-term value creation.

Notably, every RCH-backed CEO is a minority. And in each company, RCH serves as the majority owner or largest non-founder owner, shaping key strategic and capital market decisions.

A dedicated civic leader, Rand uses his platform to give back. He serves on the boards of the Southern 7 Chapter of the Young Presidents' Organization, the Buckhead Coalition, and the Investment Committee of the Community Foundation of Greater Atlanta. He is also the former chair of the Morehouse Department of Business and Economics Advisory Board, and a life member of Kappa Alpha Psi Fraternity Inc.

Rand lives in Atlanta with his wife, Dr. Tiffany Jamison-Rand, owner of Polish Dental Centers, and their three children: Jamison, Rohan, and Drake '22.
