

# Former Safeway, Whole Foods seafood execs join forces

Resiliensea consulting firm designed to help companies throughout the seafood supply chain create and sell better products, market more effectively and develop sensible sustainable seafood plans.

John Fiorillo

Published: 02.03.2015 15:10 Updated: 02.03.2015 14:33



This story is about two of my favorite people in the seafood industry.

I like them because they are smart,

they're deeply passionate about the industry and they have immense integrity. Combined, these two have over 40 years of professional experience in various aspects of seafood, from retail and foodservice to product development and sustainability.

For some time now they've been working on their own, individually helping companies throughout the seafood supply chain sell better, create better products, market more effectively and develop sensible sustainable seafood programs.

Today, however, they link their considerable talents to form the new full-service consultancy, Resiliensea Group Inc. Actually, Resiliensea isn't brand new. It was launched last year by former Whole Foods and HEB seafood director Dick Jones. Joining Jones now will be Phil Gibson, who launched his own seafood consulting firm last year called Responsible Seafood Solutions.

Gibson retired in December 2012 from his position as Safeway's seafood group director, after more than 20 years with the supermarket chain. In early 2013, he was named vice president at Encore Associates, a California-based consulting firm specializing in sales and marketing in the food and consumer goods industries. Gibson will assume the role of CEO at Resiliensea.

"I'm really excited to have someone with Phil's experience lead the organization," said Jones, COO and founder of Resiliensea Group. "Phil brings such a unique set of skills, deeply rooted in the seafood sector, to this role."

"I'm excited to be working with Dick, a person I've admired for several years, not only for his knowledge but also for his dedication to improving the industry in ways that bring real value," said Gibson. "Our team will provide needed market-based solutions to some of the knotty issues that plague the business."

They've also recruited Katrina Nakamura to join their team. In 2013, Nakamura formed The Sustainability Incubator, a company offering products and technical services for solving sustainability challenges. She starts with Resiliensea Group effective immediately.

"Katrina rounds out our skill set in a way that creates tremendous value for the client," said Gibson.

Resiliensea Group is designed to assist seafood suppliers and buyers, investors and environmental groups with a wide range of seafood related

## Associated Articles

- Clear Springs targets foodservice sales, production growth
- Sushi: It's what's for dinner in the South
- Health-conscious millennials driving up US surimi demand

services, including sustainable and responsible seafood strategies, traceability programs, marketing and new product development.

"We want to ensure we offer everything a client might need," said Jones. "We all have such complementary backgrounds. As we all sat and talked about the industry — especially how frustrated we've been about how the defensive position we've needed to take has stagnated real growth, and how we might team up to develop proactive solutions to grow business and strengthen the demand for seafood throughout the supply chain — the model basically built itself."

For an industry as fragmented, complicated and specialized as seafood, you'd think we'd have a lot of companies consulting on issues such as those Jones and Gibson are targeting. I'm not sure exactly how many seafood-specific consulting firms are out there, but there aren't many.

Resiliensea is hoping it can fill this niche with the range of services buyers and suppliers need to boost sales, improve their social corporate responsibility performance and gain a better understanding of the seafood marketplace into which they sell their products. I'm willing to bet it will.

Send your comments to [john.fiorillo@intrafish.com](mailto:john.fiorillo@intrafish.com).

---