



CONVENIENCE AND ENERGY ADVISORS
ACCELERATE SUSTAINABLE AND INCLUSIVE GROWTH THROUGH INNOVATION

BOSTON, MA; June 27, 2022 – Convenience and Energy Advisors (CEA) today announced its launch as a Consulting, Advisory, and Project Services Firm focused on thematic sustainable solutions with a fresh take on the convenience and energy industries. CEA founder and Chief Executive Officer Peter Rasmussen has over twenty years of experience in the industry. CEA specializes in serving convenience stores, fuel retailers, quick service restaurants, food service retailers, and electric vehicle charging destinations as well as institutional investment corporations, private equity, and venture capital with interest in the space.

Peter Rasmussen is launching CEA after spending the previous two years at Neon Marketplace, where he led the organization and was a founding member of the convenience, food, and energy retail chain from concept to a successful and scalable model that was a true disruptor for the industry. Prior to Neon Marketplace, Rasmussen held multiple positions including several senior level roles over a 17-year career with Wawa, Inc.

“CEA’s goal is to accelerate sustainable and inclusive growth through innovation, which we hope will bring fresh and energizing air into the industry,” said Rasmussen. Our belief is that a major shift is taking place in the way consumers fuel their vehicles. For retailers, adapting to maximizing the potential of traditional fuels as well as creating a business case and future position as an electric vehicle charging destination can be incredibly challenging. Our proven strategies can help position both branded and unbranded retailers forward on the path to a profitable future with energy retail.

CEA seeks to bring simplicity and balance to retailers so they can focus on the most effective strategies for their business. Successfully staffing stores along with labor innovation hedges, a fresh food and beverage offer that is right for your brand and complimented with store design, and innovative strategies for a multichannel brand experience are all burning issues facing the industry today, to which CEA has expertise and proven experience in.

“Our consultants’ backgrounds are different from what you see at more traditional advisory firms, and so is their forward approach. While they curate the best data points, they also carry expertise in most enterprise software common to the industry and therefore can go beyond making recommendations but also implement and manage projects, then integrate them seamlessly into an organizations workflow,” Rasmussen added.

CEA can be found at www.convenienceandenergyadvisors.com and Peter Rasmussen can be reached at peter@convenienceandenergyadvisors.com.

About Convenience and Energy Advisors

Headquartered in Boston, CEA is a limited liability corporation specializing in consulting, advisory, and managed services. CEA delivers thematic sustainable solutions with a fresh take for the convenience and energy industries. The firm is rooted in over twenty years of experience in brand transformational and disruptive growth. Through its network of passionate and experienced advisors, consultants, and project managers, CEA is your partner in leading the dynamic and complex changes occurring in the convenience and energy industries.