

# Meet the Judges



## **Juan Carlos "JC" Morales**

Founder and Managing Partner  
*Surfside Capital Advisers*

Juan Carlos "JC" Morales is the Founder and Managing Partner of Surfside Capital Advisors LLC (SCA), a firm that helps businesses execute growth and turnaround strategies. Previously, Mr. Morales served as a Fortune 500 financial services executive, where he served as CEO of BNY Mellon Mexico and global chief financial officer for investment management firms with over \$4 trillion in assets under management. He led numerous capital and profitability initiatives, including mergers and restructurings, earning the Boston Business Journal's "CFO of the Year" award in 2009. He currently serves on Governor Healy's Latino Advisory Commission and several boards. He is the co-founder of The Latino Equity Fund at The Boston Foundation, Unidos In Power and the Boston Chapter of the Association of Latino Professionals for America (ALPFA).