

Andrew Petersen

Entrepreneur, Strategist, Investor, Husband, Father, Traveler

ajpete4@gmail.com

Bio

Andrew is an award-winning business owner and enterprise software executive. He is best known for developing the team that helps progress the fishing industry towards sustainability and economic growth. This is accomplished by pushing innovative technologies that increase trust, curiosity, and courage. Andrew has been featured by Biz New Orleans New & Nobles and the New Orleans Magazine People to Watch as a business enthusiast, frequent traveler, and advocate for marine technology.

Andrew's mission for Bluefin Data is to be the trusted source for decisions made in the fishing industry.

Specialties

Business development, technology, and fisheries.

Interests

Economics, Human Behavior, Innovation, Technology, Sustainability

Occupation

Bluefin Data

Andrew started at Bluefin Data in the customer support role. Support of the PC-Trip Ticket program ignited conversations that uncovered the desire to build new applications for fisheries data collection. Obtaining new contracts allowed Andrew to begin the long journey of being a programmer thanks to the company support of mentors, online courses, and text books.

After evolving into a developer Andrew's next challenge was to become the CEO which later came in the fall of 2018. As CEO, Andrew leveraged his experience as a technical founder to find opportunities and grow through the complexities found in the fishing world. With a primary focus on streamlining the reporting and data collection processes across the US many new opportunities and ideas began to form. Once a firm foothold is established in the US fishing industry, Andrew sees a great amount of opportunity in international markets and expanding the company's offerings to other industries.

CEO (Sept 2018 - Present) Managing the company's overall vision, team, and operations. This includes delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and internal

communications. Specific tasks include: - Developing the vision to guide the direction of the company - Developing team for execution - Finding opportunities to expand products and services - Securing funds to implement needed features across BFD's software

Project Analyst (Sept 2014 - December 2021)

Managing the project life cycle for electronic applications and processes for fisheries collection and delivery. This includes being the primary contact for clients to executing contracts, project research and cultivation, project integrations with existing workflows and infrastructure, and data manipulation/translations. As a subject matter expert (SME) for technology, the following projects were successfully implemented: - The five Gulf Trip Ticket programs for state and federal partners - SERO's SEFHIER program - SC DNR Charter Ticket - ME Harvester Logbook - ME Dealer Reporting - Data Integration between VESL and SAFIS

Developer (Sept 2011 - June 2020)

Developer and architect of the company's primary line-of-business SAAS offerings. With a focus on maintaining high levels of security, compliance, performance, and client satisfaction, the primary tech stack used involved an in-depth knowledge of .NET, SQL, HTML, CSS, JavaScript, JSON. Projects as a result of this role are:

- The Gulf Logbook Pilot, *NOAA NMFS MRIP*
- Southeast Region Headboat Survey, *NOAA NMFS SEFSC*
- The Oyster Management System, *AL DCNR*
- Dockside Validation, *GSMFC*
- TX Finfish, *TPWD*
- Unified Trip Ticket (later evolved into VESL), *GSMFC*
- Maine Elver, *ME DMR*

Customer Service (March 2020 - September 2018)

Customer support and relations for all applications and processes. This involved a deep understanding of the business domain, infrastructure, and user stories. Helping clients interact with applications provided a great opportunity to collect feedback that was then analyzed and to guide future decisions.

Poker as a Profession

(January 2006 - March 2012)

Poker was an opportunity of a lifetime to set the foundation for growth in wealth, freedom, and knowledge. This experience shaped the desire for financial freedom, travel, strategic planning, and a life of meaning.

Poker as a profession consisted of long hours of studying optimal strategies based on a certain group of players. The challenge was to pick a particular

strategy(ies) based on who was at the table and how many players were in the game.

Although playing live poker in a casino was more enjoyable from a social aspect, majority of the playing time was online to take advantage of software tracking applications and the high number of hands per minute.

Education

2008-2009

Baton Rouge Community College, General Studies Degree

2008-2009

Louisiana State University, Construction Management

2006 - 2007

University of Louisiana at Lafayette, Construction Management

Awards

2023 - 284,004, Electronic Logbook for US Westcoast north Pacific Albacore Fishery, *Saltonstall-Kennedy Grant* - **\$339,500**, HMS Data Collection Program with The Billfish Foundation, *National Fish and Wildlife Foundation* **2022**

- **\$34,068**, Return 'Em Right Data Collection, *Gulf States Marine Fisheries Commission*
- **\$29,000**, Enhancing Sector Management Reporting, *GARFO*
- **\$79,436**, NFC integration into VESL, *Maine Department of Marine Resources*

2021

- **\$24,900**, MS CLI for VESL API Integration, *Mississippi Department of Marine Resources*
- **Award**, VESL approved as eVTR Application, *NOAA NMFS GARFO 2020*
- **\$19,500**, Implement MS Live Bait & Aquaculture into VESL, *Mississippi Department of Marine Resources*
- **Award**, VESL approved as SEFHIER Application, *NOAA NMFS SERO 2019*
- **\$71,880**, Implement Commercial Reporting into VESL, *North Carolina Division of Marine Fisheries*
- **\$143,000**, Implement Maine Harvester Fisheries in VESL, *Maine Department of Marine Resources*

2018 - Award, Announced CEO of Bluefin Data, *Bluefin Data, LLC* - **\$86,400**, VESL/SAFIS Integration Development, *ACCSP* - **\$19,300**, Maine Elver Application, *Maine Department of Marine Resources* - **\$40,700**, SRHS Migration to

VESL, NOAA NMFS SEFSC - **\$64,750**, Florida Swipe Card Extension, *Gulf States Marine Fisheries Commission*

2017

- **Award**, Propeller Alumni, *Propeller*
- **Award**, People to Watch, *New Orleans Magazine*
- **Award**, New & Notables, *Biz New Orleans Magazine*
- **\$10,000**, Winner of NOLA Water Challenge

2012 - \$8,000, Limit Hold'em Tournament, *PokerStars*

2010 - \$4,135, 48th of 548 - Limit Hold'em Shootout, *Las Vegas WSOP*