

Jordan Bastable is the co-founder and managing partner of LongWater, a private investment firm focused on supporting small, family-owned businesses across the United States. Since 2009, LongWater has strived to be a premier access point to the lower middle market, connecting investors with small businesses and helping those businesses grow and thrive. The firm maintains offices in Dallas, Texas; St. Louis, Missouri; and Fargo, North Dakota — reflecting its deep commitment to partnering with entrepreneurs throughout the Midwest and beyond.

LongWater invests both equity and debt capital, enabling it to provide flexible, long-term support to small businesses across a wide range of industries.

Jordan also serves on the board of the Small Business Investor Alliance (SBIA), which represents funds that invest in and support the growth of small businesses across America.

Prior to co-founding LongWater, Jordan worked at FTI Consulting, a financial consulting firm where he focused on providing outsourced accounting, finance, and operational support to a range of companies — particularly those backed by private equity.

Jordan earned his bachelor's degree in entrepreneurship and finance, with a minor in accounting, from Texas Christian University. While at TCU, he launched his first business: a real estate investment firm focused on student and college housing, which he owned and managed while completing his studies.

Jordan has worked since he can remember— starting as a grocery store bagger. He now lives in Dallas, Texas, with his wife and three children, and continues to be deeply passionate about working with small businesses across the country.