

We help businesses make sense of the challenges and opportunities they face - so they have a clear sense direction and purpose.

We are an advisory business helping companies and their leadership teams navigate change, disruption, growth, and uncertainty.

Our work gives strategic purpose and momentum — often liberating resources by making them more connected and efficient.

Core outputs are confidence, clarity, enterprise value, and more focused people.

We work in the present — but can scenario plan for future eventualities.

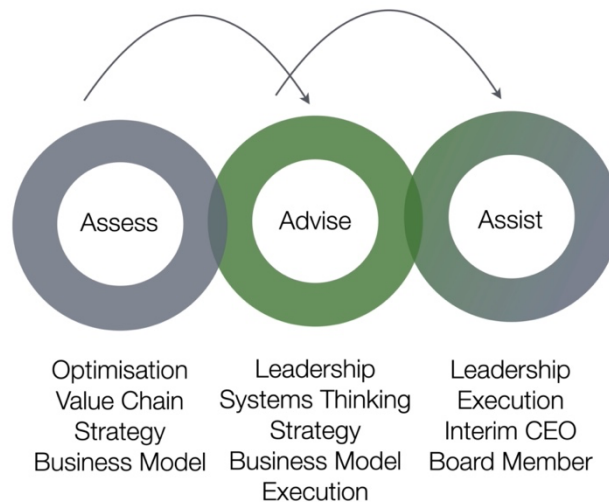
Our work is founded on extensive C Suite experience, intellectual rigor and the forensic analysis of a company's eco-system - how it is connected (or unconnected) and where its systems are unproductive or failing.

But critically, guided by an intuitive sense of what actually makes business sense.

We view this through a local/global lens across market category, geography, competitive set and company lifecycle.

BUSINESS SENSE™ SOLUTIONS

ASSESS. ADVISE. ASSIST.

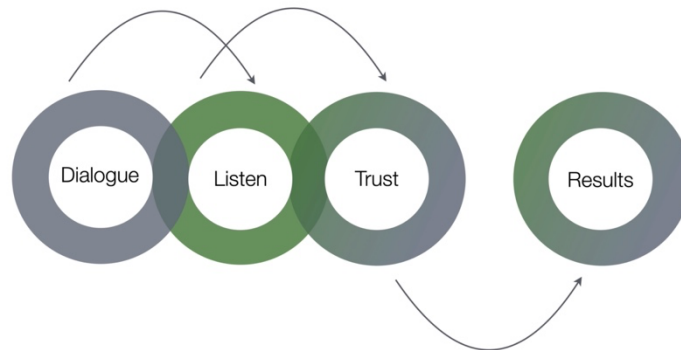


Help craft the present— and shape the future — enterprise and its leadership story from a business ecology perspective. This is facilitated from an "outside-in" systems thinking lens in partnership with a leadership team. Through the lens of business ecology, work with organizations and their leadership teams to effectively navigate and execute:

- New business models
- Growth challenges
- Critical truths
- Enterprise transformation
- Company turnarounds
- New ventures
- Intellectual property commercialization

Immerse with client organization to co-create and execute recommendations — not “write a white paper and run.” Retainer, Per-Diem or Project Based.

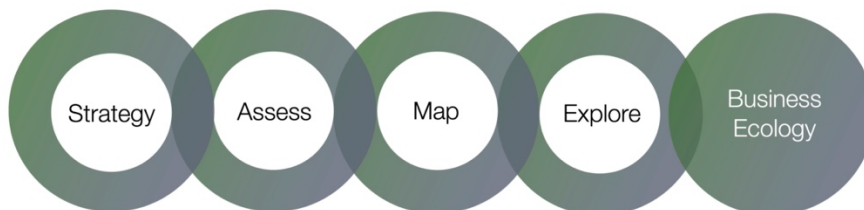
THE LEADERSHIP JOURNEY



Coming from a systems thinking lens, as well as having sat in the chair of being a CEO and entrepreneur, I offer a unique set of eyes, ears and experience to walk the talk with leaders as they navigate the complex — and often lonely — leadership journey. It is a whole person's journey. One with which I am familiar and experienced. This includes times of deep dialogue and deep listening.

Fundamental to the leadership and enterprise journey is addressing and adapting to critical truths. A journey I facilitate and support, including asking and help to address the difficult questions. Available on a weekly, bi-weekly, or monthly basis. It can be one-to-one or include vital members of the enterprise leadership team. [Retainer, Per-Diem, Hourly or Project Based.](#)

BUSINESS ECOLOGY RETREAT



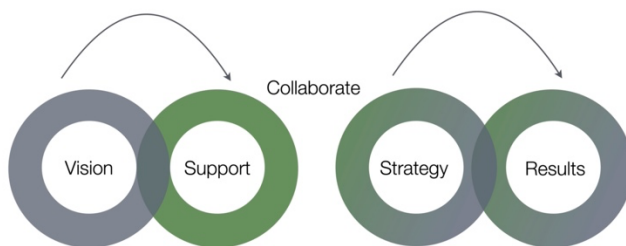
Natural systems are adaptive. Human led systems often resist adaptation. A bottom-line only led organization, in particular, can often hide or deflect fundamental questions about its business ecology and ultimately its future. Many leaders understand this and address such questions on an ongoing basis. They continually adapt, when times are good and when they are not so good. And many leaders do not understand this reality.

Whether you are a leader and leadership team that does understand the nature of your business ecology and the need for adaptation, or one that does not, taking a day "away from the noise" to explore, map, assess and look strategically at the nature of your business ecology could have significant value for the future of your business – and the bottom line.

A one-day leadership retreat to work with leaders and their leadership team to explore, map, assess and look strategically at the enterprise business ecology.

BUSINESS SENSE™ CREATIONS

ENTREPRENEUR SUPPORT



The journey of entrepreneurship is not a solo endeavor I have entrepreneurship in my DNA. Several generations in fact. I have worked with entrepreneurs and venture creation for over 20 years. I have served as a CEO of a water technology company and supported leaders and their teams through my professional practice over that time. And while I have taught graduate level entrepreneurship and leadership, I believe entrepreneurs and leaders are enabled more than taught. Retainer, Per-Diem, Hourly or Project Based.

BUSINESS SENSE™ FUTURES

ADDRESSING CRITICAL TRUTHS



Do you have a "back burner" of issues, a vision or critical truth that may be a key to your future and your enterprise that you delay addressing year after year? Has the pandemic brought them and other issues to the front burner? I work with entrepreneurs, CEOs and thought leaders looking for a place to go deeper around the issues important to an organization. It could be the need for a new business model. The turnaround of a company. A broken and dysfunctional system. Aligning the culture of the company with a new vision and purpose. Post- pandemic trauma. Retainer, Per-Diem, Hourly or Project Based.

RESULTS

CLIENT SERVICES | PROJECTS

Natural Resources

- Timber Investment Management Organization (TIMO) Client Study and Business Models for forest based economic values in non-traditional business sectors.
- Business Architect of a global platform for forestland based bio-energy logistics, technology transfer, carbon trading and assets ownership
- Strategic Advisor to a \$2.2 billion USA based TIMO on domestic and international strategy and its execution.
- Strategic Advisor and Catalyst for intellectual property and innovation commercialization process for a blue chip London based consulting engineering firm.
- Advisor and Project Leader of marketing strategy for natural spring water business start-up. #1 U.S. in water quality.
- Strategic Advisor for Cross Laminated Timber (CLT) manufacturing company.

Technology

- Turnaround CEO of water technology company.
- Commercial, Technical and Financial Due Diligence of distributed renewable energy company for investors.
- Strategic Advisor and Project Manager for global advanced desalination technology distributed water company.
- Low Carbon Economy Commercial Assessment for UK economic development agency.
- Strategic Advisor and Business Development Representative for European market entry for technology group within leading USA institute.
- Project Leader of global European based technology transfer and early stage firm and fund to assess and develop USA market.

Intellectual Property

- Commercial Advisor for development and execution of corporate spinout software venture for a London based blue chip consulting engineering firm.
- Marketing and Commercial Advisor to inventors of solar re-chargeable flashlight and patented inflatable mattress.
- Business Architect and Leadership Advisor to Washington, D.C. based nonprofit focusing on Eurasian intellectual property commercialization, venture creation and economic growth.
- Commercial Advisor for London based digital media company including business plans, revenue modeling, partnering and venture capital strategies and execution.
- Project Leader of first in the U.S. cholesterol blood pressure screening program for adolescents in schools.
- Concept Developer for e-business concept including revenue model and concepts for international business cultural learning and trading community.
- Concept Author for mail and telecommunications business concept focusing on writing U.S. Congress.

Leadership Support, Strategy and Transitions

- Leadership Advisor and Confident for strategic, leadership and organizational culture transition for privately held engineering and science consulting firm.
- Enterprise Advisor and support staff helping execute London based CEO mentoring firm's USA market entry strategy including recruitment of advisory council.
- Process Advisor and deployment coordinator of a strategic planning process for CEO's of 120 USA savings and loan banks in response to de-regulation.
- Implementation Advisor and Mediator for Harvard's Program on Negotiation first USA private-public mediation model for community vision and investment.
- Initiated and closed multi-million dollar sales of investor and bank owned high-end land and property in depressed market conditions.
- National Land Liquidations Specialist for NYSE land development company.

PRINCIPAL



I grew up at the dining room table listening and talking about creative business ideas and entrepreneurial ventures in the context of the family business.

My liberal arts background at Bowdoin College (alma mater of Thomas Edison's Menlo Park commercial synthesizer and advisor, among others), coupled with later in life graduate studies and degrees at London School of Economics, SOAS – University of London and Judge Business School – University of Cambridge provides me with a both flexible, yet rigorous mindset with a solid foundation in the management of innovation, international management and systems thinking.

My professional experience spans over 25 years working with entrepreneurs, business principals, inventors, CEOs and senior management, and boards of directors of SMEs synthesizing imagination with sound business principals and profits. My experience has ranged from a revenue-finance mediator for a public-private investment project at the Program on Negotiation at Harvard Law School to a strategic business advisor to the inventor of Aero Bed (popularized in the USA and Europe on in-flight magazines and infomercials) to helping create a CSR initiative with the Lincoln Filene Center at Tufts University to strategic and ecosystem mapping for renewable energy based economy in Britain's Energy Coast.

My experience has included the turnaround CEO role for the world's first handheld UV water purification device and working with distributed water company with advanced desalination technology; forest economy experience includes working with TIMOs (timber investment management organizations) and a CLT (cross laminated timber) company seeking to locate in Maine; technology, software and digital economy related experience includes assisting Arup, the global London based engineering firm create their first corporate venture and working as a commercial advisor to h2g2, Douglas Adams' Hitchhiker's community and advising on new business models to CRDF, Civilian Research Defense Foundation, an NGO that worked on science commercialization in Russia.

A significant amount of my work has been advising, developing and implementing business start-ups, restructurings and transitions from conception to capitalization, through to first stage operations. I first met a payroll at age 23. I am a dual US-UK citizen and Fellow of the RSA.

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