

**Brad Rendle** is a creative and natural systems thinker with a natural ability to see beyond obvious horizons for creative approaches and solutions to a business opportunity or dilemma. His hands-on operational experience was gained, and its importance ingrained early in his career. Identifying, building and managing teams to implement a vision or project are integral to his work.

Brad has over two decades of early stage, small and medium sized enterprise (SME); technology and intellectual property (IP) commercialization; natural resources; land and property; and business development experience. He has dual USA-UK citizenship.

His work has ranged from turnaround CEO for a global water technology company; working with entrepreneurs and their investors to building a business from intellectual capital; international technology transfer and venture creation firms; a global corporate leadership company; a global desalination business; a software spin-out corporate venture for a global blue-chip engineering firm; to land, forestland and natural resources related businesses.

Brad has discovered that extracting commercial value from intellectual capital can be a catalyst for organizational transformation. For at its core intellectual capital is human capital; thus, commercial value and organizational values are necessarily linked yet often in conflict. Addressing and synthesizing this dilemma of value and values is crucial for the effective commercialization of intellectual capital as well as long-term growth, success, and profitability of a business.

He has an MPhil jointly from the Judge Business School and the Department of Land Economy, University of Cambridge; and an A.B., Cum Laude, in Government and Legal Studies from Bowdoin College, Brunswick, Maine.

Brad is a dual US-UK citizen and a Fellow of the RSA.

Brad's **professional accomplishments** include:

- Turnaround CEO for global water purification technology company.
- Strategic Advisor and Catalyst for intellectual property and innovation commercialization process for a blue-chip London based consulting engineering firm.
- Low Carbon Economy Commercial Assessment for UK economic development agency.
- Timber Investment Management Organization (TIMO) Client Study and Business Models for forest based economic values in non-traditional business sectors.
- 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.
- 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.
- Business Architect and Leadership Advisor to Washington, D.C. based nonprofit focusing on Eurasian intellectual property commercialization, venture creation and economic growth.
- Project Leader of global European based technology transfer and early stage firm and fund to assess and develop USA market.
- Strategic Advisor and Business Development Representative for European market entry for technology group within leading USA institute.
- 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.
- 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.
- Commercial Advisor for London based New 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.
- Initiated and closed multi-million-dollar sales of investor and bank owned high-end land and property in depressed market conditions.
- Advisor and project leader of marketing strategy for natural spring water business start-up. #1 U.S. in water quality.
- National Land Liquidations Specialist for NYSE land development company.
- Implementation Advisor and Mediator for Harvard's Program on Negotiation first USA private-public mediation model for community vision and investment.

### His **academic papers and dissertations** include:

- University of Cambridge: Innovation and Factory Built Housing. Dissertation.
  - Management and the Environment: Leadership 'Spirit' as Governance
  - Creativity, Inventiveness and Innovation: Towards a 'Seamless Web' of Values
  - Knowledge, Innovation and Diffusion: Technology Transfer and Malaysia's Multi-Media Super Corridor
- Lateral Thinking: Myth or Messiah?
- New Media, Old Values. A Return to Community?

### His **university/NGO innovation and new venture volunteer activities** include:

- British Council, Moscow; Judge Representative, Fifth Annual RVCA Venture Fair, St. Petersburg, Russia
- CRDF Global, Arlington, Virginia; Judge Representative, Sixth Annual RVCA Venture Fair, St. Petersburg, Russia
- Association of University Technology Managers (AUTM), International Advisory Committee
- Imperial College, London; Entrepreneur's Challenge Finals Judge