

PRINCIPAL

Brad Rendle



The story of The Rendle Company practice began in Cambridge, England. I was studying global systems of innovation. Originally from New England, my journey of trans-Atlantic business practice expanded in awareness. I discovered the significance of systems thinking; a perspective of the whole. This is how I think and the lens through which I see the world and organizations.

My experience, personal story of transformation, discovery, and entrepreneurial roots underpin my value as a trusted confidant to leaders and entrepreneurs as they adapt to new and uncertain business and political environments, write a new enterprise story and discover new frontiers of opportunity.

Nature Inspired

Like nature, enterprises exist within a complex system — a business ecology of people and resources, internal and external to the firm. A business ecology is always emerging, as in nature. I help envision, build, transform and grow integrated and resilient enterprises through a nature-inspired systems approach to strategy.

I work as a partner to enterprise leaders, entrepreneurs and their teams to create, build or turn around their firms through:

- Strategy
- Systems Thinking
- Vision
- Execution

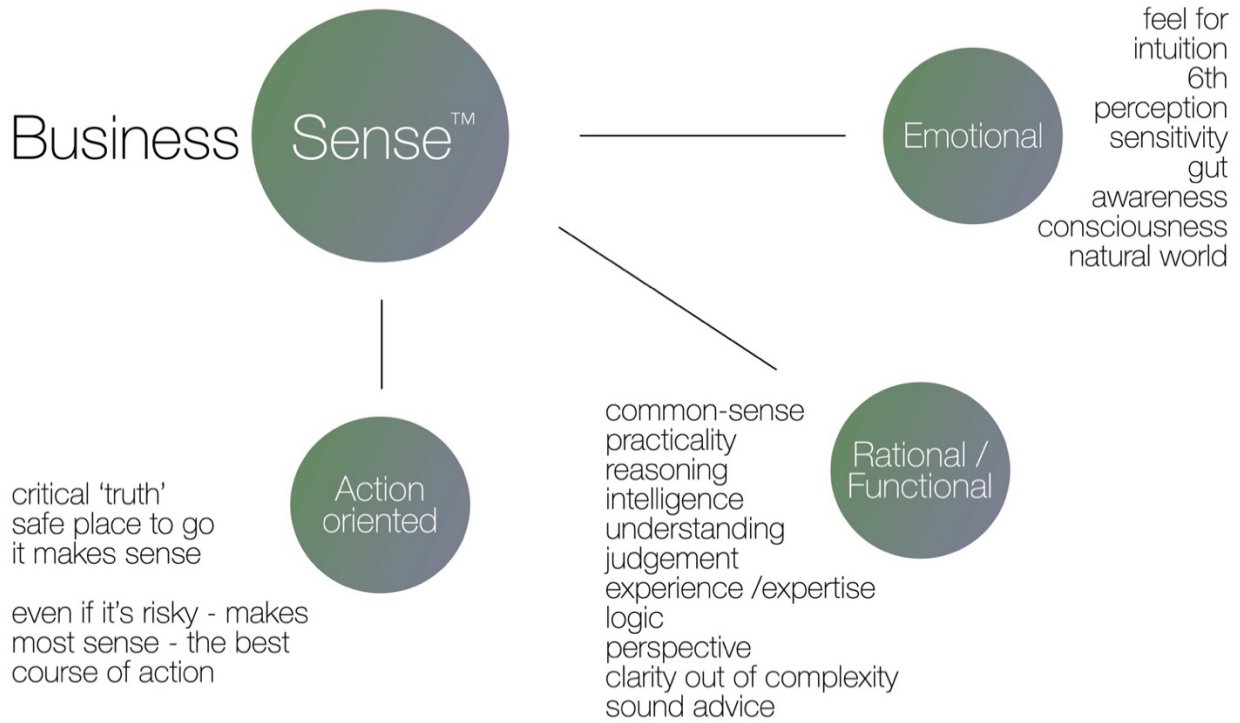
A significant amount of my work has been advising, developing and implementing business start-ups, restructurings and transitions from conception to capitalization, through to first stage operations and CEO. I first met a payroll at age 23. I am a dual US-UK citizen and Fellow of the RSA.

Brad Rendle

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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.

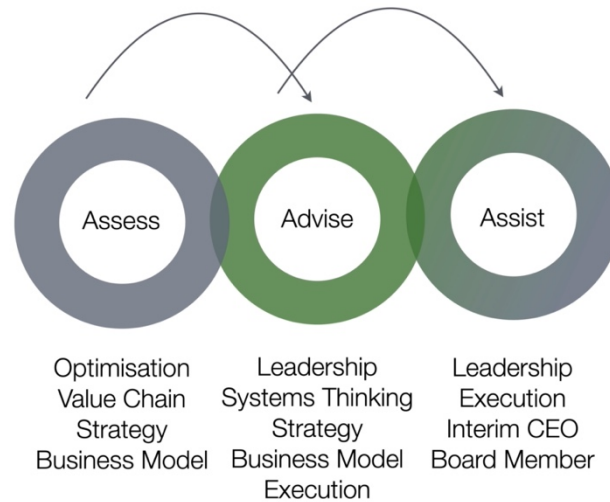
We work in the present — but can scenario plan for future eventualities.

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 lifestage.

BUSINES SENSE™ SOLUTIONS

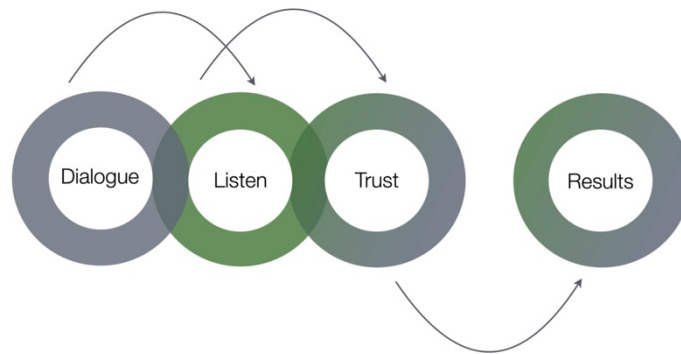


Help craft the present and shape the future enterprise including

- New business models
- Growth challenges
- Critical truths
- Enterprise transformation
- Company turnarounds
- New ventures
- Intellectual property commercialization
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Immerse with client organization to co-create and execute recommendations — not “write a white paper and run.” Retainer, Per-Diem or Project Based.

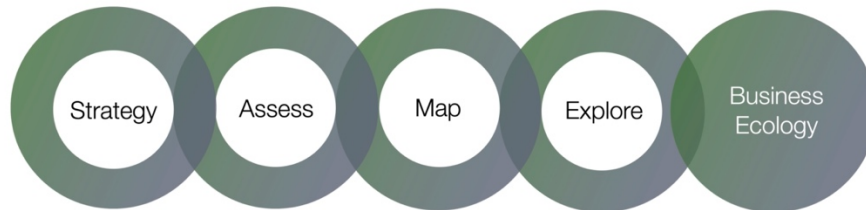
THE LEADERSHIP JOURNEY



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 leadership journey.

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.

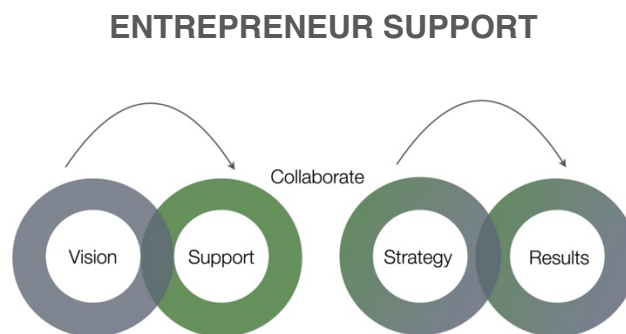
BUSINESS ECOLOGY



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



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

- 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 rechargeable 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 | Strategy | Transitions | Turnarounds

- Turnaround CEO of water technology company
- 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.