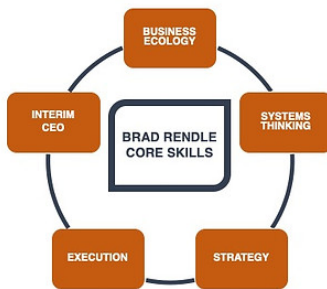




## MY STORY, BACKGROUND & SKILLS

I grew up at the dining room table listening and talking about creative business ideas and entrepreneurial ventures in the context of family businesses. The genetic disposition towards entrepreneurs goes back multiple generations on my father's side, and a similar number of generations of ministers on my mother's side. Thus, leaps of faith and approaching business in a holistic and integrated manner comes naturally to me.

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.



In the time since, I have provided systems thinking informed strategic advice and resources to businesses, technology firms, natural resource enterprises, investors and non-profit organizations on both sides of "the pond" and beyond.

- Clients have primarily been CEOs, entrepreneurs and Boards.
- Services have included creating new business models, global enterprise strategies and serving as interim CEO.
- Sectors served include software, water, forestry, technology transfer, renewable energy, digital media, engineering, real estate, factory built housing and economic development 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.

I help leaders and their teams develop and implement resilient enterprise, organizational and economic development strategies. I have a natural ability to see beyond obvious horizons for creative approaches and solutions to a business opportunity or dilemma.

I have been there both as a CEO and working with Boards and executive teams, thus bring both an experienced and consultative perspective to leadership challenges and demands. 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.

An effective convener and manager of resources and business ecosystems across boundaries of geography, culture and specialty, I am as comfortable working with community-based businesses as I am with global enterprises. In times requiring transformational thinking and actions, I believe both can benefit by constructively engaging and learning from one another.

While practical and results-oriented, my academic background provides a unique value added perspective to business, organizations, innovation, technology transfer and venture creation. I have designed and taught graduate level courses in organizational leadership, value chain management, business strategy and entrepreneurship.

I have an MPhil jointly from the Judge Business School and the Department of Land Economy, University of Cambridge; Graduate Studies in Chinese Business from School of Oriental and African Studies (SOAS), University of London and International Relations and Regional & Urban Planning at the London School of Economics (LSE); and a B.A. from Bowdoin College, Brunswick, Maine. I am a Fellow of the RSA and dual US-UK citizen

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**WHAT AND HOW I DELIVER.**

	HOW	RESULT
OUTSIDE-IN ▼	<b>ASSESS</b> Identify Existing System Current Dilemma External Environment Demands	Report: Future direction Vision Opportunity
▼	<b>ADVISE</b> Enterprise leadership Board Entrepreneur	Resources Strategic alliances Ecosystem Management partnership
▼ INSIDE-OUT	<b>ASSIST</b> Guide Catalyst Interim Leadership	New direction Opportunity path Turnaround Growth

**Advisory Practice** — Work with organizations, entrepreneurs and their leadership teams to effectively navigate and execute transformation, new ventures, newbusiness models, growth challenges, critical truths and company turnarounds.

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

**Leadership Support** — Fundamental to the leadership and enterprise journey is addressing and adapting to critical truths.

A journey I facilitate and support, including asking and helping address the difficult questions. Retainer, Per-Diem, Hourly or Project Basis

**Assess. Advise. Assist. Systems.**

## CLIENT PROJECTS

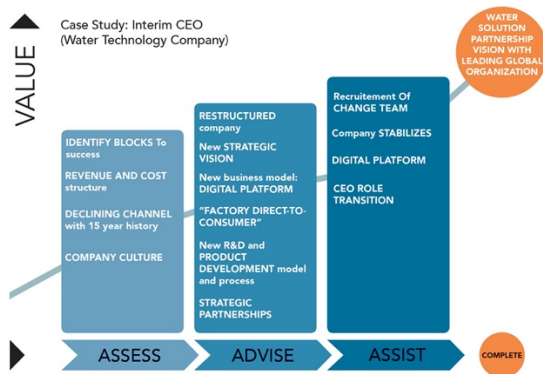
### Natural Resources



#### CLIENT CASE STUDY

- 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.

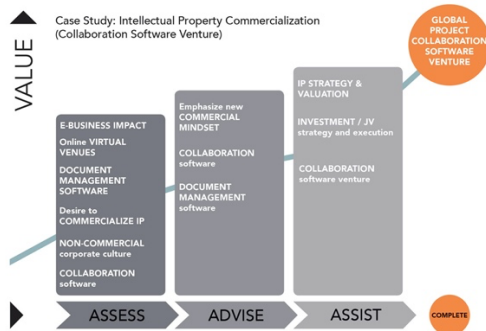
### Technology



#### CLIENT CASE STUDY

- 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



### CLIENT CASE STUDY

- 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.