

BUSINESS ECOLOGY

Enterprise Strategy + Systems Thinking

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.

The Rendle Company helps envision, build, transform and grow such integrated and resilient enterprises through our emergentzSM nature-inspired systems approach to strategy — designing commerce naturally.



WHAT I DELIVER

Solutions.

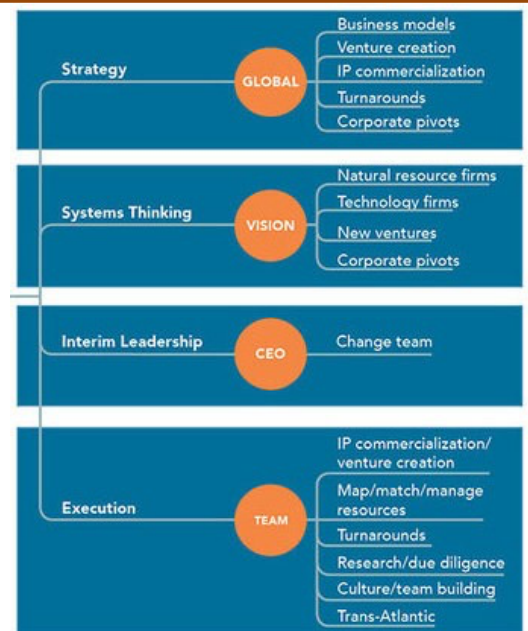
Work with leaders, entrepreneur and their teams To develop and implement an enterprise's vision, strategy and value chain.

Creations.

Collaborate in the development and execution of initiatives, ecosystems and new ventures.

Futures.

Work with leaders, enterprises and systems to envision their future.

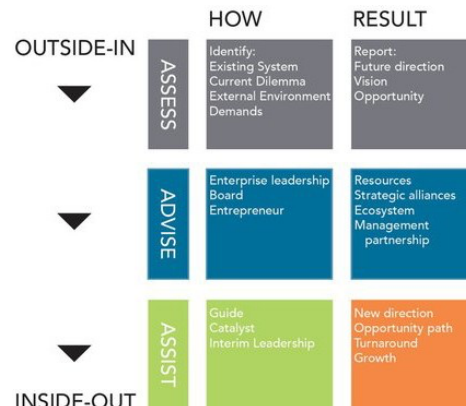


HOW I DELIVER

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

My approach is not “write a white paper and run.” Just the opposite — immerse with the client organization in co-creating and executing recommendations.

Per-Diem, Retainer or Project Based.



complexity simply delivered.

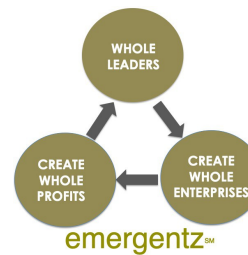
Leadership Support — Addressing and adapting to critical truths has is fundamental the leadership and enterprise journey. A journey TRC facilitates and supports, including asking and help to address the difficult questions.

Leadership support services include

- *The Conversation*
- *emergentzSM*
- *Business Ecology Leadership*

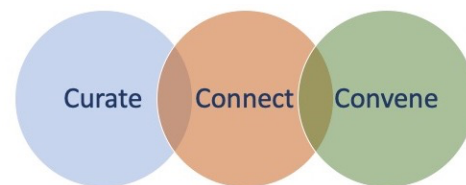


Monthly Subscription, Hourly or Project Basis.



Curated Ecosystems — In the age of curation by algorithm and LinkedIn we believe the complexity of the times is most effectively served by personally curated, high trust and aligned human relationships.

I work with leaders and their teams to curate, convene and connect ecosystems tailored and aligned with their enterprise vision, strategy and growth.



Retainer or Project Based

Virtual CEO or work alongside a current CEO or other enterprise leaders as advisor or board member in supporting that role. I have over 20 years of experience working globally in a virtual manner as a consultant, CEO and entrepreneur.

Retainer Based

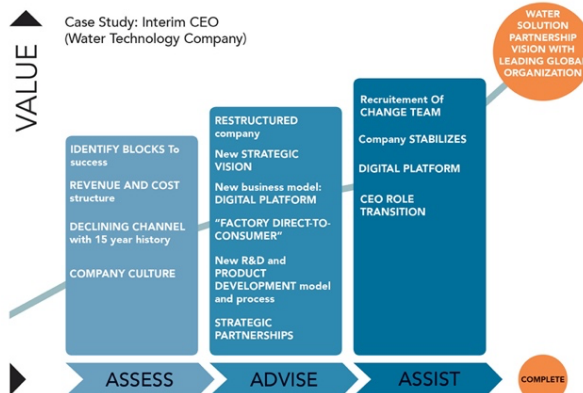


CLIENT CASE STUDIES

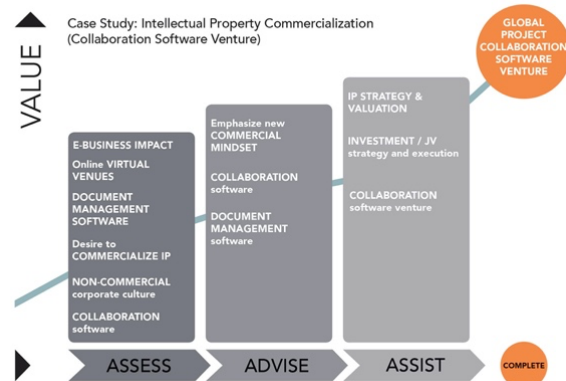
Natural Resources



Water Technology



Intellectual Property



CLIENT PROJECTS

- Turnaround CEO of water technology company.
- Timber Investment Management Organization (TIMO) Client Study and Business Models for forest based economic values in non-traditional business sectors.
- Low Carbon Economy Commercial Assessment for UK economic development agency.
- 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 Catalyst for intellectual property and innovation commercialization process for a blue chip London based consulting engineering firm.
- 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 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.
- 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.

PRINCIPAL



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I have over three decades of early stage; technology and intellectual property commercialization; and natural resource related strategy experience.

As a creative systems thinker, I have a natural ability to see beyond obvious horizons for creative approaches and solutions to a business opportunity or dilemma.

I assess systems from an in “outside-in” perspective, delivering solutions from the “inside-out.” His skills and passions include curating and connecting original thinkers and doers to deliver solutions to complex problems.

Having sat in the chair of being a CEO and working with Boards, I bring both an experienced and consultative perspective to leadership challenges and demands.

My hands-on operational experience was gained, and its importance ingrained early in my career. Identifying, building and managing teams to implement a vision or project are integral to my work.

I has an MPhil from the Judge Business School, University of Cambridge and a B.A. from Bowdoin College, Brunswick, Maine. I am a Fellow of the RSA and have dual US-UK citizenship.
