

BUSINESS ECOLOGY

Enterprise Strategy + Systems Thinking

Our world has changed. We all know that. The question is, what do we do next? I help leaders, their teams and organization address, answer and execute on such questions.

The natural world is an interconnected, interdependent system. One where change, adaptation and growth co-exist. It is a natural system from which the business world can learn invaluable lessons. Enterprises exist within a complex system — a business ecology of people and resources, internal and external to the firm. As business ecology is always adapting and emerging, as in nature. I help envision, build, transform and grow such integrated and resilient enterprises through the emergentzSM nature-inspired systems approach to strategy — *designing commerce naturally*.

The silence along the trails of Acadia National Park in Maine has given me a deep appreciation for thoughtful dialog with self and others. London, an appreciation for the energy of perpetual motion. You might say, one is a state of being — and thoughtful behavior. The other one of doing — and ongoing urgency. Both are in a state of perpetual change and growth. Together, both have informed my work through *thoughtful urgency*.

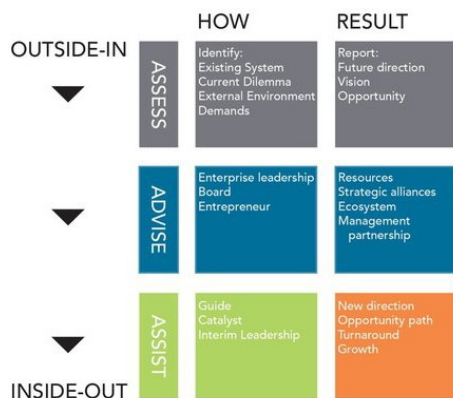
WHAT I DELIVER.

Solutions. Work with leaders, entrepreneurs 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 and create their future

HOW I DELIVER.



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 — Addressing and adapting to criticaltruths has is fundamental the leadership and enterprise journey.

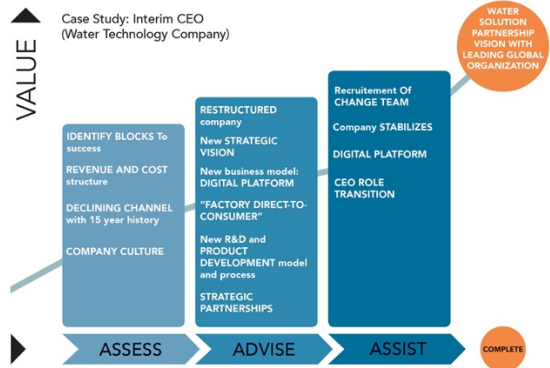
A journey TRC facilitates and supports, including asking and help to address the difficult questions. Retainer, Per-Diem, Hourly or Project Basis

CLIENT CASE STUDIES

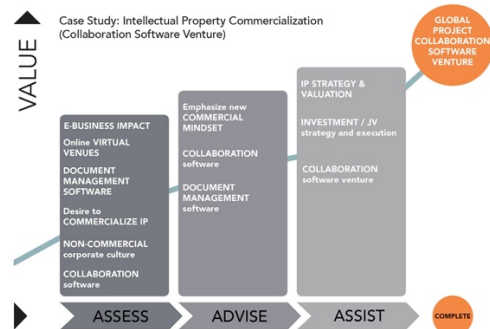
Natural Resources



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.

MY STORY

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. 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. Leaps of faith in business therefore are nothing new to me.

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 (in the 1980's).

My water related experience has included the CEO role for the world's first handheld UV water purification device and working with distributed water company with advance 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, a NGO that worked on science commercialization in Russia.

A significant of 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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