



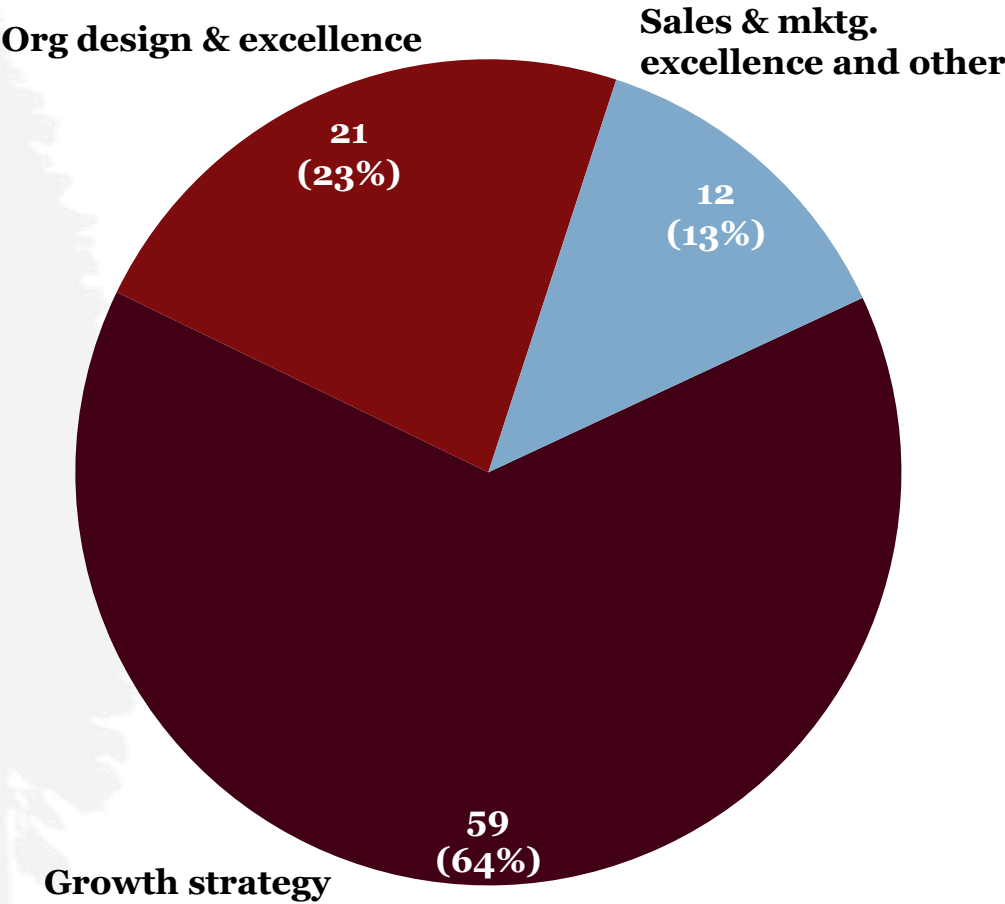
REDWOOD **ADVISORS**

Firm Overview

*Helping organizations ignite
transformative growth for a
richer, more flourishing world*

Founded by a former McKinsey consultant, RWA focuses on strategy projects that help companies plan for & deliver growth

No. of projects (% of projects)
(N=92)



1 Growth Strategy

We help companies develop best-in-class strategic growth plans that help teams identify, assess, prioritize, and align around their top opportunities

2 Org Design & Excellence

We help organizations substantially improve their effectiveness by tightly aligning their company org structure, roles & responsibilities, core processes, etc. with their strategy & top objectives

3 Sales & Marketing Excellence

We help deliver company-wide commercial excellence projects (e.g., geo. optimization, acct. mapping to channels, org structure, etc.) to accelerate top and bottom-line growth



How RWA can help: RWA core consulting services (1/2)

Growth Strategy



Strategic Planning: Create a 3-5 year actionable strategic plan that identifies your company's growth opportunities, rigorously assesses them, estimates their potential bottom-line impact, and prioritizes top strategic initiatives



New Markets Identification: Conduct extensive research and diligence to identify the top ~1-3 potential new markets your company can enter using external reports, public data, expert and competitor interviews, etc. informed by rigorous market sizing, customer segmentation insights, GTM options, etc.



Market Study: Conduct a rigorous and comprehensive study of your organization's core market(s) with targeted research and analysis of current market size, growth rate, and share, customer segments, key competitors, customer landscape etc.



M&A Scan & Identification: Identify the "universe" of potential acquisition targets within a target market(s), rigorously assess and prioritize potential targets, and lay-out an effective long-term M&A strategy aligned to your company's overall strategy and objectives



Commercial Due Diligence: Conduct a rigorous and comprehensive due diligence (including business, sales, financial, operations, IT, and HR diligence) of your company's top potential acquisition target



Enterprise-wide AI Opportunity Diagnostic: Rigorously assess the top business areas (e.g., lead scoring) to prioritize for AI implementation & build out a high-level actionable plan to efficiently implement the proposed AI solutions



How RWA can help: RWA core consulting services (2/2)

Strategy Execution & Support



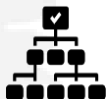
Performance Management: Help companies stand-up best-in-class performance management systems (e.g., initiative dashboards, monthly executive meetings)



Operational Planning: Create actionable, operational one-year operating plans for top initiatives (e.g., objectives, KPIs, RASCI)



Transformational Programs: Work with company leaders to stand-up and run a transformational program focused on delivering top strategic initiatives



Org Design & Excellence: Align your company's organizational structure, roles & responsibilities, core processes, etc. against your strategy and top objectives



OKR Design & Deployment: Directly tie your high-level strategy to ongoing operational execution, align stakeholders, and clearly define success with a best-in-class OKR system

Sales & Marketing Excellence



Commercial Diagnostic: Baseline your current-state sales & marketing orgs, develop a vision for your future-state organization, and identify & size key opportunities



GTM Design & Excellence: Optimize your sales & marketing orgs by crisply defining key customer segments & needs, GTM strategy, sales territories etc.; develop thoughtful transition plans



Lead Management & Optimization: We help organizations optimize their lead mgmt. system & increase the ROI of their current sales & mktg. teams



E-Comm & Digital Strategy: Transform your e-comm. & digital capabilities by developing a target vision, assessing key gaps, & creating an actionable plan to build future-state capabilities



Market 360 – Voice of the customer & competitor assessment: Compile a detailed market report outlining & assessing your current market position (e.g., customer sentiment), customers, competitors, & market insights

Client recommendations



*"I've had the privilege of partnering with John and RWA on **some of our most important strategy projects at Atlassian**. What impressed me the most is how quickly he came up to speed on our industry and our growth opportunities. **The quality of work was absolutely fantastic, and I appreciated the rigor and creativity RWA brought to the work. I look forward to working together on future projects.**"*

- Robert Chatwani, CMO, Atlassian



*"I had the pleasure of hiring Redwood to consult with me as I was building out the Operations Strategy team at Lyft. They helped develop a framework for managing a portfolio of strategic initiatives and advised on how best to communicate these initiatives across a growing organization. I was blown away ... **Within our first meeting they were making valuable recommendations we ended up implementing.**"*

- David Rust, Director of Operations Strategy, Lyft



*"I don't think we've ever been in a better position as a company in the 10 years or whatever period of time this thing's been public...it's important for investors to really understand how granular this is, how specific this is, how much time we spent with [the Redwood team] working on this ... **we feel like we know what the hell we're doing.**"*

- Dan Greenleaf, CEO, BioScrip Infusion Services, (in public earnings investor call)



*"I have worked with RWA on multiple projects at multiple companies, **I highly recommend them** for their contributions. **Their insights and analytic findings into consumer and market trends helped on multiple fronts** from aligning product offerings to **the right segmentation and market fit as well as identifying strategic pathways to revenue and profitability** ... He is a consummate professional and provides valuable data and thinking to make better decisions."*

- Adrian Chernoff, Global Vice President | Head of R&D, J&J Diabetes Solutions



Who we have worked with: Past clients (illustrative sample)

modivcare[™]
FORMERLY LOGISTICARE

 **NATIONAL
GEOGRAPHIC**

 **ATLASSIAN**

BILL &
MELINDA
GATES
foundation

 **ARES**
ARES CAPITAL CORPORATION

 **Broadridge**[®]

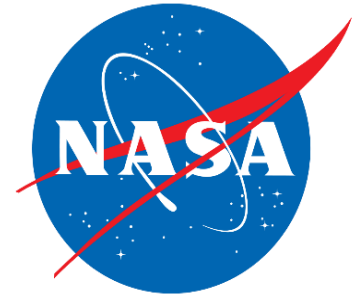
 **STUDENT LOAN
GENIUS**

 **wsd**

 **McELROY**

GranQuartz

NVA 
National Veterinary Associates



 **lyft**

 **CoolSys**

 **Unified Physician**[®]
MANAGEMENT

TRINCHERO
Family Estates

bio  **scrip**



TEACHERS'[™]
PENSION PLAN


Acelity[™]

Convergent
TECHNOLOGIES


**Arkansas
BlueCross BlueShield**

Johnson & Johnson

Who we are: Team overview



John Nantz, Partner and Founder of Redwood Advisors, has delivered more than 80 consulting projects focused exclusively on strategy, digital strategy, and organizational excellence while working as a management consultant over the last 10 years. John started his career at McKinsey & Company's San Francisco office and earned a BA with distinction in Economics and an MS in Management Science and Engineering from Stanford University.



Miguel Rodriguez is a Senior Associate Consultant at Redwood Advisors with 4+ years of strategy consulting experience. Miguel has delivered over 20 strategy projects for clients across multiple industries including outpatient healthcare (e.g., Modivcare, Surgical Solutions) & B2B SaaS (e.g., Atlassian, DocuSign, Sidewalk Labs). He graduated with Honors from Brown University with a BA in Economics and History



Sabrina Franco is a Senior Associate Consultant at Redwood Advisors. Sabrina has delivered consulting projects across multiple industries (e.g., B2B SaaS, wholesale distribution, outpatient healthcare) with an emphasis on sales & marketing best practices and org optimization. Sabrina graduated cum laude from the Honors Program at Southern Methodist University with a B.A. in History and a B.S. in Applied Mathematics.



Jake Freeman is an Associate Consultant at Redwood Advisors. Jake graduated from Northwestern University with a B.A. in Economics and Cognitive Science. At Northwestern, he was heavily involved in campus activities as president of an international consulting club, author of a published economics paper, and student ambassador for the Cognitive Science Department.

Can we be helpful to you?

**If we can be helpful, please reach out to
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