

FIRM OVERVIEW

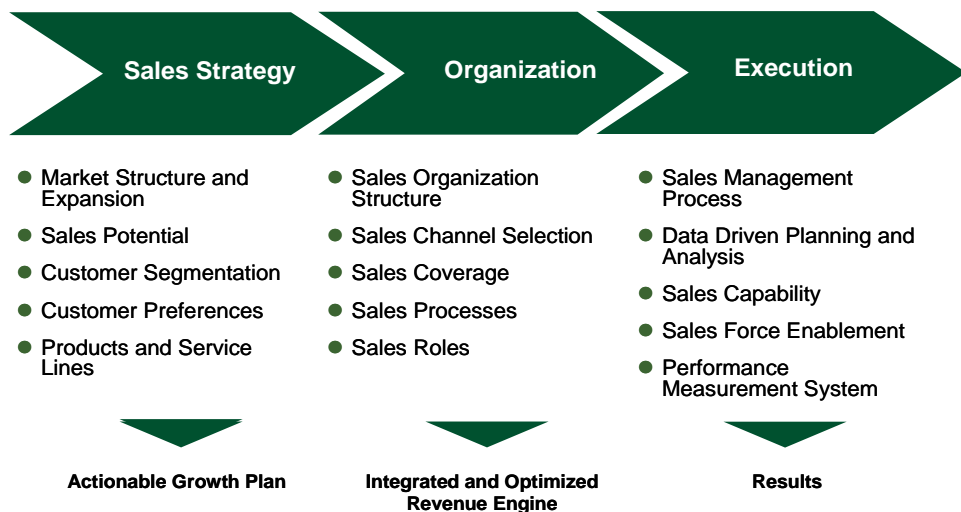
WHO WE ARE

Evergreen Growth Advisors helps its clients achieve more predictable and sustainable revenue growth. We are experts in defining sales strategy and maximizing the effectiveness of direct sales forces and indirect distribution channels.

Our partners are accomplished at creating profitable revenue growth and have the optimal combination of line management and advisory experience. Our partners excel at working collaboratively with senior leadership teams to deliver practical solutions that provide meaningful, lasting value.

WHAT WE DO

Evergreen Growth Advisors works with its clients to find opportunities for immediate revenue improvement while seeking to align **Strategy, Organization, and Execution** to ensure sustainable and profitable revenue growth across economic environments, particularly challenging ones like today.



Our projects are led by our Partners and are designed to be focused, efficient, and results oriented with a more attractive value to cost ratio.

WHY FOCUS ON GROWTH NOW?

Sustained growth is critical to the creation of long-term enterprise value; firms that sustain growth produce shareholder returns that are 2-3x their peer's. This fact evades many leaders, particularly during economic recovery when too many leaders remain cautious and continue to lean heavily on cost reduction strategies to drive profits.

Now is the time to pursue growth to capture market share and to improve your company's competitive position. Admittedly, achieving growth in today's climate will not be easy and the strategies and tactics that worked pre-recession may no longer be relevant. Companies need to adapt accordingly and look for growth opportunities created by the disruption of the last few years. However, laying a foundation for growth today will have enormous future value as the economy expands.

OUR FOUNDERS

Evergreen's consultants have strong educational, advisory and operating backgrounds which enable them to drive cogent, fact-based analysis through to implementation and success. They are analytically rigorous, energized, action-oriented and embody strong business acumen.

TOM KNIGHT, PARTNER

EXPERTISE

Tom has operational and consulting experience in all aspects of sales strategy, operations, and sales management. Tom has served clients in North America, Europe and Asia and is widely published and quoted on sales strategy and sales management issues. He specializes in aligning Sales Strategy with Sales Organization Structure, and Performance Management systems to increase the predictability and sustainability of revenue growth. He has a strong strategic and implementation focus that serves to engage senior management quickly in understanding and committing to proposed change.

PROFESSIONAL BACKGROUND

Tom has 20 years of Sales and General Management experience. He began his career in Sales with WITel Communications Systems where he ultimately led the firm's National Account effort in the not-for-profit healthcare market. After earning an MBA, Tom began his consulting career where he has held the role of Practice Leader and Managing Director with Sibson & Company and Mercer. Prior to founding Growth Advisors, Tom was the Sales Effectiveness Practice leader at Axiom Consulting Partners which continues to be a business partner. He has served companies in numerous industries, including: medical products, basic materials, high technology, insurance, financial services, and durable goods manufacturing.

EDUCATION

Tom has a Masters in Business Administration from Loyola University and a Bachelor in Science in Commerce, with special attainments, from Washington and Lee University.

PROFESSIONAL AFFILIATIONS / PUBLISHED WORKS

Tom has been published in *MDDI Magazine*, *Sales and Marketing Magazine*, and *Selling Power*. He is also frequently quoted in sales and business publications Tom has been a frequent speaker on Sales Effectiveness and was formerly an instructor on Sales Compensation with the American Management Association. He is a visiting lecturer at Loyola and DePaul's Graduate Schools of Business.

ERIK G. BIRKERTS, PARTNER

EXPERTISE

Erik has years of practical, hands-on experience centered on the design, implementation and/or repositioning of go-to-market strategies. In particular, he specializes in leveraging indirect channels and partnerships to achieve cost-effective market coverage and profitable revenue growth. His experience as a public company operating executive gives him unique insight on the challenges faced by management teams and positions him to engage senior management to work collaboratively towards high value outcomes.

PROFESSIONAL BACKGROUND

Erik most recently served as Chief Operating Officer and Executive Vice President of Orion Energy Systems (NASDAQ: OESX), a leading manufacturer of energy efficient, high-performance lighting systems and renewable technologies. Orion more than doubled its revenues and became publicly traded during his tenure. Erik was originally recruited to Orion after successfully consulting with the company on the design of its indirect sales channel strategy, which now contributes nearly 50% of Orion's revenues. Prior to Orion, Erik had a successful consulting career as President of The Prairie Partners Group, a boutique consulting firm he co-founded. Working with clients as diverse as Microsoft, Hewlett-Packard, Ingersoll Rand, DeVry University and numerous private equity and venture capital funded companies, Erik developed strategies to capitalize on growth opportunities for clients. He began his career as a financial analyst and bank examiner at the Federal Reserve Bank of New York, working on international banking transactions.

EDUCATION

Erik earned his MBA at the University of Chicago Booth School of Business and his BA with honors in Economics and International Relations from Tufts University.

PROFESSIONAL AFFILIATIONS / PUBLISHED WORKS

Erik's work has been featured in [The Chicago Tribune](#), [The Chicago Sun Times](#) and cited by the USDA. He is also a frequent speaker and panel participant at investor, energy efficiency and renewable energy conferences. Erik's perspectives on business and management can be read on his blog Entrepreneurial Mettle found at <http://birkerts.typepad.com>.

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