





# INTRODUCTION

SMITH-TRG is a value-creation focused advisory firm specializing in business performance improvement and innovation. Founded by Richard D. Smith in 1997 our mission is to help C-Level stakeholders solve complex growth problems in small/mid-sized, pre/post IPO and Global 2000 operating environments: from the Americas, to Europe, and parts of Asia.





# OUR VALUE VIEW

*"Achieving consistently superior value growth is the single accomplishment that most clearly distinguishes great companies from all others. It is the hallmark of exceptional leaders. In our experience, a focus on value is our key to helping clients' achieve superior performance, and it therefore forms the basis of everything we do".*

*- Richard D. Smith, President, SMITH-TRG*





# ON INNOVATION

*“Innovation has become the new currency of global competition as one country after another races toward a new high ground where the capacity for innovation is viewed as the hallmark of success”.*

*– John Kao, Author, INNOVATION NATION*



A light blue world map is centered in the upper half of the image. The continents are shown in a darker shade of blue. Below the map, the text 'TRUSTED ADVISORS' is written in a large, black, sans-serif font.

# TRUSTED ADVISORS

For every client relationship we function as 'Trusted Business Advisors', work collaboratively with client personnel, take a senior executive perspective on issues, and seek executable solutions that deliver sustainable results.



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# OUR BACKGROUND

SMITH-TRG principals have conducted business world-wide; built 'C'-level relationships across industry sectors; P&L turned around publicly and privately held businesses; developed and negotiated high-impact multi-million dollar contracts with global market leaders; established strategic business partnerships; solved operational issues with international partners and investors; and expanded direct sales relationships and associated market footprints.



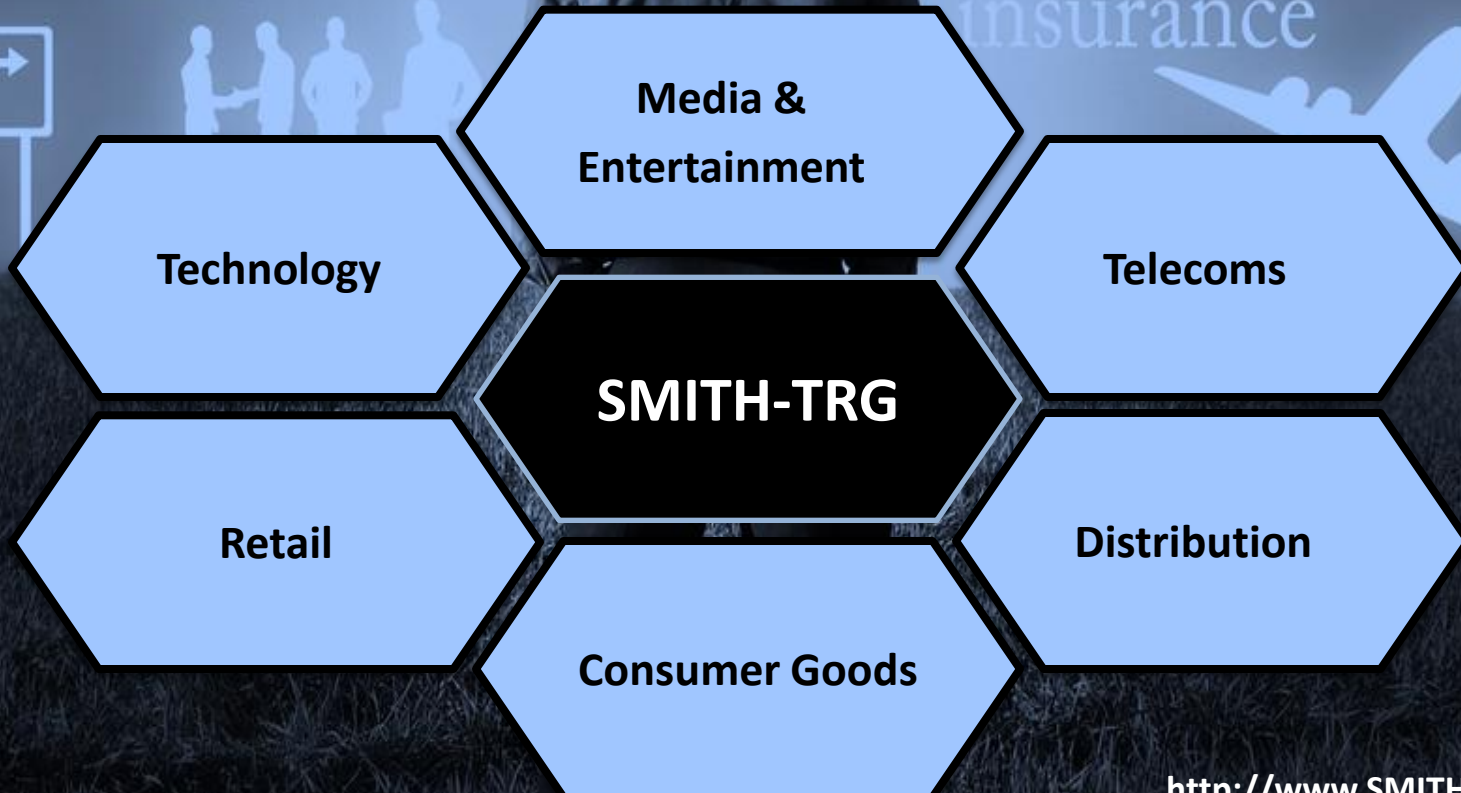
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# OUR CLIENT NEEDS

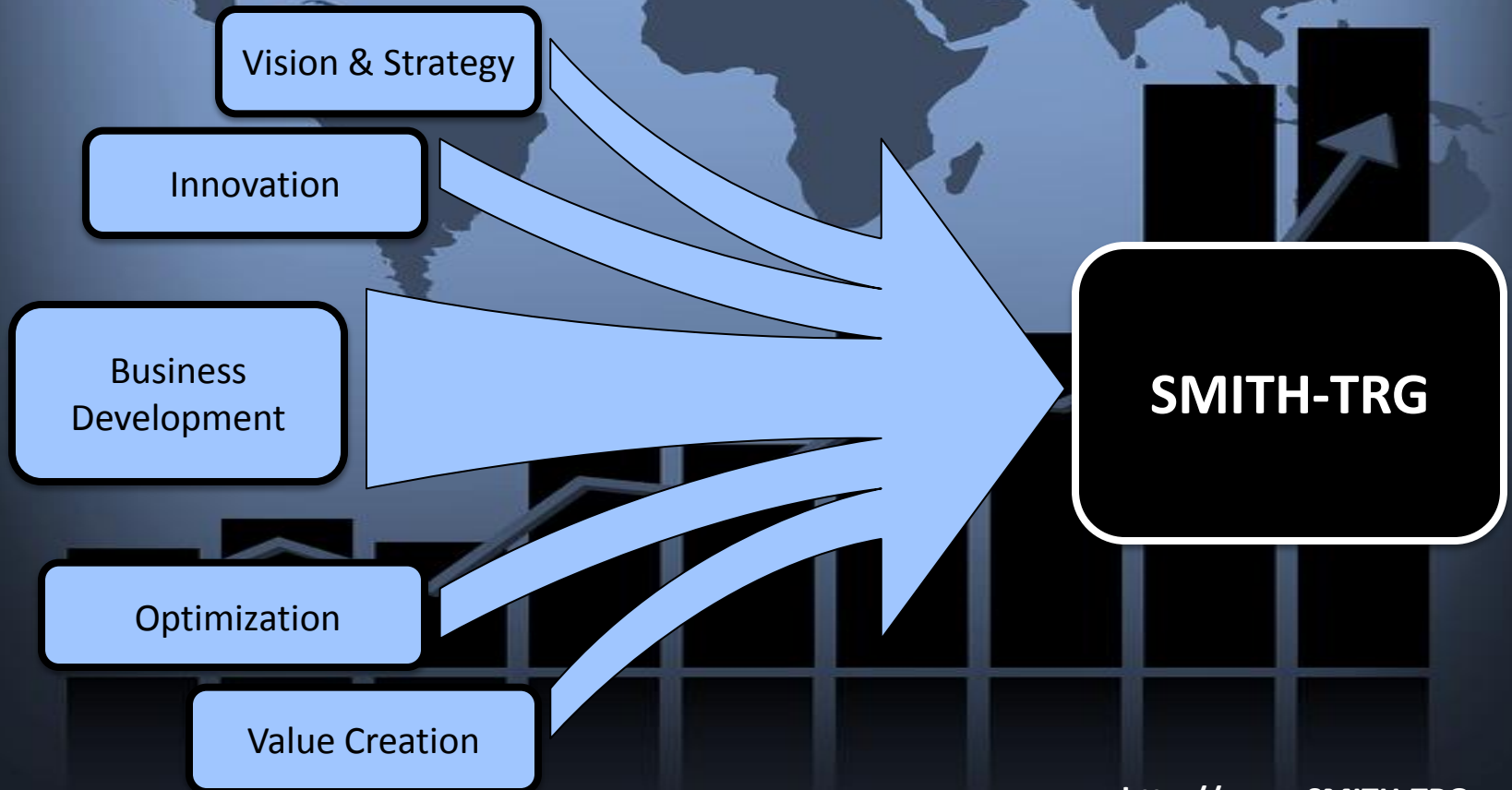
Some clients come to us because they are already performing well and want a 'Hard' assessment of their business model and innovation or growth strategies to stay competitive in their markets. Other clients seek our assistance because their business is 'At -Risk' or they have not kept pace with the 'Defying The Downturn' competitive landscape.



# CLIENT SECTORS SERVED



# NEEDS WE ADDRESS





# RESULTS WE DELIVERED

## Sample Projects & Results

- Completed Over 150 'Performance, Revenue & Value Growth' Projects
- Enabled Organizations to Amass \$17 Billion In Net New Revenues
- Provided 'High-Impact' Deal Strategy and Capture Tactics Resulting in \$275 Million Non-Forecasted Revenues
- Advised Consumer Electronics Co. on Optimization, Annual Revenues Grew 35% During 2008 Recession
- Helped Retailer Grow Revenues Per Square Foot 400% to \$4,000.00
- Delivered 34:1 Average Short-Term Payback On Engagements
- Spearheaded Private-Sector U. S. 'Road to Recovery' initiative.
- Developed 'U.S. Jobs Creation Plan'

## What Clients' Say!

Our clients', including 4 of 'Business Week's 25 Most Innovative Companies', tell us. . .

*"Everyone talks about business performance problems. . .  
But, few talk solutions.  
And. . .*

**SMITH-TRG does!"**



# OUR LEADERSHIP

Richard D. Smith is President and Managing Principal at SMITH-TRG where he leads all engagement lifecycle activities from relationship development to engagement management and provision of 'results-measurable' deliverables. He has also started and served as CEO of company owned ventures.

During his 30 year management career, Mr. Smith has been directly involved in various forms of business value creation. He has been an entrepreneur, a management consultant, P&L turnaround specialist, complex engagement manager, domestic and international business development leader, innovator, author, and public speaker.

# THANK YOU!

I am always interested in value creation,  
performance improvement, innovation and  
venture development projects.

Feel free to get in touch.

Thank you!  
Richard D. Smith  
RDSmith@SMITH-TRG.com

[www.SMITH-TRG.com](http://www.SMITH-TRG.com)