



Corporate Backgrounder

Summary

Bainbridge's roots trace back to Boulton Bainbridge Miller, Ph.D., a professor, consultant and author. In 1975, Dr. Miller founded Bainbridge in Illinois as a publishing and consulting arm for his research. Over the years, a group of independent consultants and executives, including Massachusetts Institute of Technology (MIT) professors of business and economics, a corporate attorney, investment bankers, and management consultants, decided to work together to provide higher value, results-oriented business advisory services through Bainbridge. The intent was to focus on client results through a unique, fact-based methodology and to hire only the highest caliber specialists in the world.

Since 1975, clients have returned to Bainbridge in recognition of the high quality services and dedication to client satisfaction. These ongoing relationships have formed the core of their practice as they continue to offer customized business solutions developed by some of the brightest, most creative minds in business.

Today Bainbridge is a management consulting and M&A advisory firm dedicated to providing its clients with custom-tailored solutions and accelerated growth. Through its unique expertise in primary-source research, Bainbridge specializes in articulating growth strategies supported by market, customer, and competitor research and acquisition search. Bainbridge's staff of seasoned industry executives, management consultants and financial analysts continuously monitors clients' external environments to help build and maintain the most effective market and competitive positioning. Bainbridge clients gain a competitive advantage through which they make strategically informed decisions.

What Sets Us Apart

Unlike traditional consulting or investment banking firms, Bainbridge combines strategic and financial advisory to produce business results. Bainbridge's staff of seasoned industry executives, management consultants, and financial analysts continuously monitors clients' external environments to help build and maintain the most effective market and competitive positioning. We embrace a shared, long-term commitment to ensuring our clients' success.

Industry Specialties:

- Business Services
- Consumer Products and Services
- Education
- Energy and Utilities
- Financial Services
- Food and Beverage
- Healthcare
- Industrial Products, Manufacturing, and Services
- Infrastructure and Transportation
- Traditional and New Media
- Technology



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An Impartial and External Lens

Bainbridge differentiates itself from other firms through talented people and a unique data collection process. **Analysts conduct both the interviews and the data analysis** which increases the chances of discovering new insights and uncovering hard to find facts. Bainbridge professionals have examined over 200 markets across the United States, Europe, Middle East, Asia, and Latin America.

Actionable Intelligence and Strategic Insight

Bainbridge's team of experienced management consultants and business analysts use primary-source research to conduct in-depth business analysis and strategy development. The management consulting services help clients expose competitors' plans, assess the extent of market and competitive threats, uncover new market trends, identify customers' unmet needs and work to ensure they are *optimizing your strategic position™*.

Management Consulting Offerings Include:

- Benchmarking
- Competitive Analysis
- Customer Segmentation and Strategy
- Market Entry
- Marketing and Sales Strategy
- New Product Development

Proprietary Deal Flow

Combining the expertise of a leading management consulting firm with the know-how of an investment bank, the team-based approach of the Capital Advisory Group allows Bainbridge to maintain the highest level of quality and integrity in developing and executing on their client's transactions. Working with a diversified client base including private equity firms and Fortune 1000 corporations, Bainbridge helps organizations define growth strategies, execute profitable transactions, and achieve new levels of performance.

Working as an extension of a client's internal team, Bainbridge Capital Advisory identifies, structures and executes diverse and innovative public and private transactions. Through their primary research approach, the Capital Advisory team introduces clients to new industries and markets, identifies hidden niche sectors and companies, resulting in deal flow outside of the auction environment. Bainbridge seeks to be the advisor of choice for their clients; **by drawing on strategic management and financial expertise, clients receive unparalleled counsel.**

M&A and Capital Advisory Offerings Include:

- Acquisition Search
- Deal Flow Development
- Market Feasibility Studies
- Due Diligence



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Experienced and Talented Team

Bainbridge's team is comprised of talented executives and business analysts educated at institutions such as MIT, Cornell and Duke.

The Bainbridge Executive Team includes:

Nick Chini, Managing Principal, with over nineteen years of experience conducting strategic management consulting and M&A advisory. Nick has a Masters of Business Administration (MBA) from Massachusetts Institute of Technology's (MIT) Sloan School of Business and Bachelor of Science from Lehigh University.

Alison Gerlach, Managing Director, Management Consulting; Alison is a successful investor, business executive, strategic management consultant and lecturer with expertise in and passion for building businesses. She earned an MBA from MIT's Sloan School of Management and a Bachelor of Arts from Cornell University.

Poised For Growth

The company's mission is to optimize the strategic position of their clients. Bainbridge differentiates itself through its philosophy, approach and unique team. The goal in each engagement is to partner with their clients to craft customized solutions, present an external, unbiased perspective, provide strategic advisory, promote continuous strategy formulation and deliver actionable and measurable results.

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