

MEDIA KIT



ADEPTATION

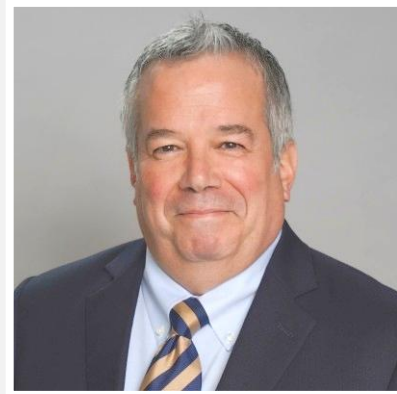
MARGO DIEWALD **JOHN GREEN**

Transformational Leaders | C-Suite + Board Advisors
Experts in Transitions, Transactions, and Transformations

<https://sparkadeptation.com/>



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About Margo + John

Margo has led Adeptation, an advisory firm specializing in transitions, transactions, and transformations, since 2015. John joined Adeptation as managing director in 2026 following a 20-year career in Industrial Technology at Danaher, where he led the rapid transformation of newly acquired business units from family-owned to professionally operated.

Together, they lead the strategy, planning, and execution of initiatives that power business, brand, data, and technology transformations—as well as complex enterprise transactions. Their body of work spans 25+ enterprise transactions, 3 IPOs, multiple corporate rebrands, product launches and repositionings, and dozens of technology implementations.

Thought Leadership via Signature Talks

Content can be tailored to your audience

From Operator to Strategic Thinker: How to Earn a Seat at the Table

Margo Diewald, managing director of Adeptation, shares insights and actions you can take to earn your first seat at the table. If you're past that initial stage, she shares what enables you to move up to progressively bigger, more impactful tables. For more senior audiences, she shares how to make effective use of your seat at the table with a global, board-ready perspective. She will also offer personalized guidance to 2 or 3 people who are willing to go 'on the hot seat'.

Transformational Leadership in Manufacturing: Attracting a Modern Workforce

Margo Diewald and John Green, managing directors of Adeptation, explore the deeper reasons why manufacturers struggle to attract, develop, and retain talent, sharing insights from family-owned, PE-backed, and corporate-run organizations.

First Safety Shoes on the Ground: Transforming Family-Owned to Modern, Professionally- Operated and High-Performing

Margo Diewald and John Green, managing directors of Adeptation, deliver insights from their respective experiences in VC, PE, and Corporate acquisitions. John brings the perspective of a seasoned operator with multiple reps leading commercial and operations turnaround and professionalization with an established playbook built on LEAN principles and corporate resources. Margo offers perspective from multiple angles - as an employee at *and* as a strategic advisor-operator to family-operated, PE-acquired, corporate-acquired, and VC-acquired companies in multiple sectors.. Margo and John know how companies must modernize by empowering competent, confident next-gen leaders with the strategic, commercial, operational, financial, people, regulatory and compliance acumen they need to run healthy businesses.

M&A Transaction Readiness: Prepare for Modern Due Diligence or You Might Lose the Will to Live

Margo Diewald and John Green, managing directors of Adeptation, are experienced commercial and operations executives who have owned P&Ls and deals. They know how the most disciplined M&A buyers operate. They advise business owners and their teams what to expect in the due diligence process and how to get ready for post-close value creation and transformation.

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Resourcing and Executing Modernization Mandates in Your Supply Chain: An Insider's View of Your Mid-Market and Smaller Suppliers

Margo Diewald and John Green, managing directors of Adeptation, facilitate an executive discussion exploring what enterprise industrial and manufacturing firms and their trusted technology and advisory partners must do to embed their modern mandates deeper into the supply chain. They provide a pragmatic and balanced perspective on which priorities are actionable and *how*, given the varying size, sophistication, and internal capabilities of your suppliers.

This session can be customized to:

- *Cybersecurity, data privacy, and IP protection*
- *Digital transformation (IT, manufacturing technology, BI, eCommerce, data architecture and systems integrations)*
- *ESG and Responsible Ownership - navigating competing frameworks and priority issues - decarbonization and the energy transition, biodiversity, water stewardship, waste and circularity, human rights and decent work, or emerging topics such as SFDR or extended producer responsibility (EPR) laws*

Delivery Formats

Margo and John are engaging speakers and practitioners who deliver:

- Keynotes
 - Executive roundtables
 - Corporate workshops
 - Board education sessions
 - Industry association events
 - Economic development programming
 - Workforce development programming
- (in-person or virtual)*

Popular Topics

Transformational leadership
Modern workforce + talent
Modernization
ESG + responsible ownership

Innovation + commercialization
Value creation
Mergers, acquisitions, divestitures,
carveouts, spinoffs and IPOs

Why Book Adeptation?

When you book Margo, John, or both, your audience gets:

- Actionable advice they can use right away
- Stories that resonate across roles and industries
- Deep, cross-functional expertise from advisor-doers who have personally engaged and aligned organizations from machine operators, shift supervisors, and safety managers up to the executive team, board, and investors around a vision, critical few priorities, and how to get it all done
- Transformational insights that elevate + accelerate outcomes
- A healthy sense of humor, pragmatism, and championing of people

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