

MEDIA KIT



ADEPTATION

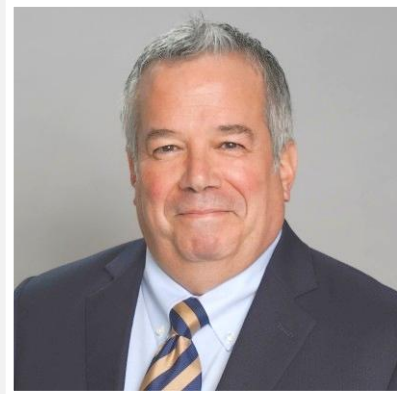
MARGO DIEWALD JOHN GREEN

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. Prior to launching Adeptation, she was a COO at a VC-acquired company and held roles in sales and marketing operations at a PE-acquired company. John joined Adeptation as managing director in 2026 following a 20-year career in Industrial Technology at Danaher (+ its spins and OpCos), 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, present a coherent vision and multi-disciplinary, actionable solutions to modernize the total talent experience in manufacturing and frontline-first industries to refill the talent pool.

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.

How to Embrace Your Separation Anxiety

Margo Diewald, managing director of Adeptation, shares stories of the leadership and decision-making pressures, human behavior, stranded work and un-resourced mandates with TSA deadlines you may encounter during your own company separation. Few advisors have been through one, let alone five from different seats in different organizations. Margo draws upon her experiences inside separating and standing up two global enterprise spin offs and IPOs and three carve-outs in Industrial and Consumer companies.

Thought Leadership via Signature Talks

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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:

- | | |
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| ☐ Keynotes | ☐ Industry association events |
| ☐ Executive roundtables | ☐ Economic development programming |
| ☐ Corporate workshops | ☐ Workforce development programming |
| ☐ Board education sessions | <i>(in-person or virtual)</i> |

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

Connect with Us

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