

# Flower

Executive Change Producers

Helping people and organizations achieve growth and change for sustainable success



## A Network of Entrepreneur Consultants founded in 2005

### Our Clients

International entrepreneurs, private equity firms and Investors in growth companies. Senior leadership in large and complex organizations planning or undergoing major change.

### What Makes Us Different

We are a network of accomplished, independent, international entrepreneurs, with the skills to coach, consult and lead. We share a strong set of values and we put them into action. We create conditions for change, starting with our clients' leaders. We concentrate on fostering environments that cultivate talent and collective capability.

### Our Shared Values

Leadership at the service of organizations  
Integrity  
Passion  
Respect  
Commitment to excellence  
Responsibility  
Working to live



### Our Services

High-level problem-solving to develop strategy and organization plans

Accompaniment of founders and senior management through change

Executive Producer capabilities to assemble the necessary conditions for sustainable success:

- Develop and find leadership talents
- Unleash collective capabilities
- Negotiate long-term partnerships
- Increase global sales and marketing effectiveness
- Position and communicate with stakeholders
- Secure appropriate financing
- Grow through selected mergers and acquisitions

### Sector Expertise

Media and Entertainment  
Software  
Technology  
Retail  
E-commerce  
Mail-order  
Internet advertising  
Fashion/Clothing

### Pro Bono Work

Autism, Amateur Sports, Organizational Learning and Participative Democracy

## Our Network

### Entrepreneur consultants

#### Sean Lafleur, founder

Canadian and French dual national, 45. Sean is a turnaround, growth and change management CEO with extensive experience leading European and North American media, technology and direct-to-consumer businesses. His board-level experience allows him to serve the interests of private equity investors, founders and senior managers alike.

In one of his first missions after creating Flower, Sean was consultant and Non-Executive Director of the UK affiliate marketing network buy.at from early 2006 until the sale of the company in March 2008. From 2000 to 2004 he was Chairman and CEO of MakeMusic Inc. (NASDAQ: MMUS), a world leader in music education software. He was previously VP Internet of Trader Classified Media (PARIS: TRD), and Executive VP, Bertelsmann Direct Group. He was a consultant with McKinsey & Company and has a physics degree from UBC and an MBA from INSEAD.

He is married, father of two children, and is an active guitarist-composer, and squash and tennis player.

#### Marin de Viry

French, 46. Marin is a senior strategy and organization consultant with extensive experience in management development, e-business and multimedia, having worked with CMC(Mercer Delta), BDDP and as VP of Cell Network France. His practice at Flower concentrates on strategic due diligence and collective communication. A graduate from Sciences Po, with an MBA from ESCP and a PhD in Literature from la Sorbonne, Marin is an active literary critic, essayist and author. He has three children.

#### Pascal Gayet

French, 53. Pascal is an experienced consultant and facilitator accompanying senior teams in large organizations. Pascal is co-founder of Osphère and Terres Inconnues, consulting partnerships which seek to increase the efficiency of internal communication and to develop "Learning Organizations" by creating an underlying culture of collaboration within the context of different cultures. He has developed effective and original methods for groups of 30 to several hundred people gathered as a "Village Square", enhancing communication and involvement of participants. He is the co-author of Le Management Biologique. Married with two children, Pascal is a passionate sailor and spends several weeks a year on his sailboat.

#### Dave Brown

British and Swiss dual national, 44. Dave is a technology leader with deep experience of Internet and network technologies, high availability, horizontally scalable ecommerce systems as well as management information applications. He was co-founder and CTO of buy.at, a UK affiliate marketing network. He built the technological capabilities of this industry-leading Internet performance marketing company that was sold to AOL/Advertising.com in March 2008. He has built and managed computer networks for multi-nationals (EDS, BP, SGI, Reuters), international organizations (European Commission, ISO), banks, ISPs/ASPs and startups. He has a degree in engineering from Nottingham University. An active angel investor in technology startups, he lives in Switzerland with his wife and two children and enjoys boating on Lac Léman.

#### Steve Brown

British, 40. Steve is a successful entrepreneur and a creative corporate finance leader. As co-founder with his brother Dave and CEO of buy.at, a UK affiliate marketing network, he led the company through rounds of venture financing, exceptional growth and a sale to AOL/Advertising.com in March 2008. Steve has a PhD in physics from the University of Liverpool and after two years work in research at the Rutherford Appleton Laboratory moved to KPMG training to become a Chartered Accountant and latterly providing consultancy services on international accounts. He is married, lives near London and plays competitive field hockey.

#### Chris Chopyak

American. Chris is a skilled facilitator, organizational strategist and trained strategic illustrator. She focuses on opportunities to strengthen and grow businesses through collaborative planning, systems analysis, leadership development, and sustainable strategies. For the past 17 years, Chris has worked with many types of organizations including global business, government agencies in different countries and non-profit organizations from around the world. She is COO and Senior Partner of Alchemy: the art of transforming business. She lives with her husband outside of London in the UK.

## Entrepreneurs in the field

#### Antony Besso

Canadian, 38. Antony is currently President of the Health Physics division of Mirion Technologies, a leader in the field of measurement, monitoring and identification of radiation.

#### Christian Kemp-Griffin

Canadian, 45. Christian is CEO of Edun, the global socially-conscious fashion brand launched in 2005. Edun's mission is to create sustainable business in the developing world, particularly in sub-Saharan Africa.

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