

SMARTEGIES

# SmartWIN24

Leap Into the Future  
of AEC Marketing

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Special thanks to **perfect image**  
More than a printer.

# Leaping Together: Branding Strategies for Successful M&A in AEC



**Eric Anest**  
Salas O'Brien  
*Senior VP Marketing &  
Communications*



**Brandon Enochs**  
Stratus Team, LLC  
*Chief Executive Officer*



**Tiffany Konenkamp,**  
**CPSM**  
Century Fire Protection  
*Director of Marketing &  
Division Manager*

# Advancing the human experience through the built environment

80+

Offices throughout North America

\$700m+

Annual revenue (run rate)

2,800

Salas O'Brien team members

92.5%

Annual retention

# Achieving clients' goals and designing a more sustainable future



LIVING BUILDING CHALLENGE



# Building trusted relationships and scaling for success with 30+ mergers



2018



2019



2020



2021



2022



2023

# Elevating our industry presence and reputation

#54

ENR Top 500

11x

Honoree Inc. 5000

#11

MEP Giants 2023

#8

BD+C E/A Firms 2023



Net Promoter Score YTD 2023 (as of Q3)



# Our Merger & Integration Approach

- Our **goal** is always to grow our combined business and create opportunities for everyone
- Our **attitude** is always one of partnership and collaboration
- Our **communication** is always open, transparent, and purposeful
- Our **results** over time have been remarkable

Left to Right: Andrew Pratt, Principal, Crossey Engineering; Venkat Srinivas, Assoc. Principal, Crossey Engineering; Aron McCallum, Managing Principal, Salas O'Brien. Crossey Engineering joined Salas O'Brien in April 2023.

# Stratus At A Glance



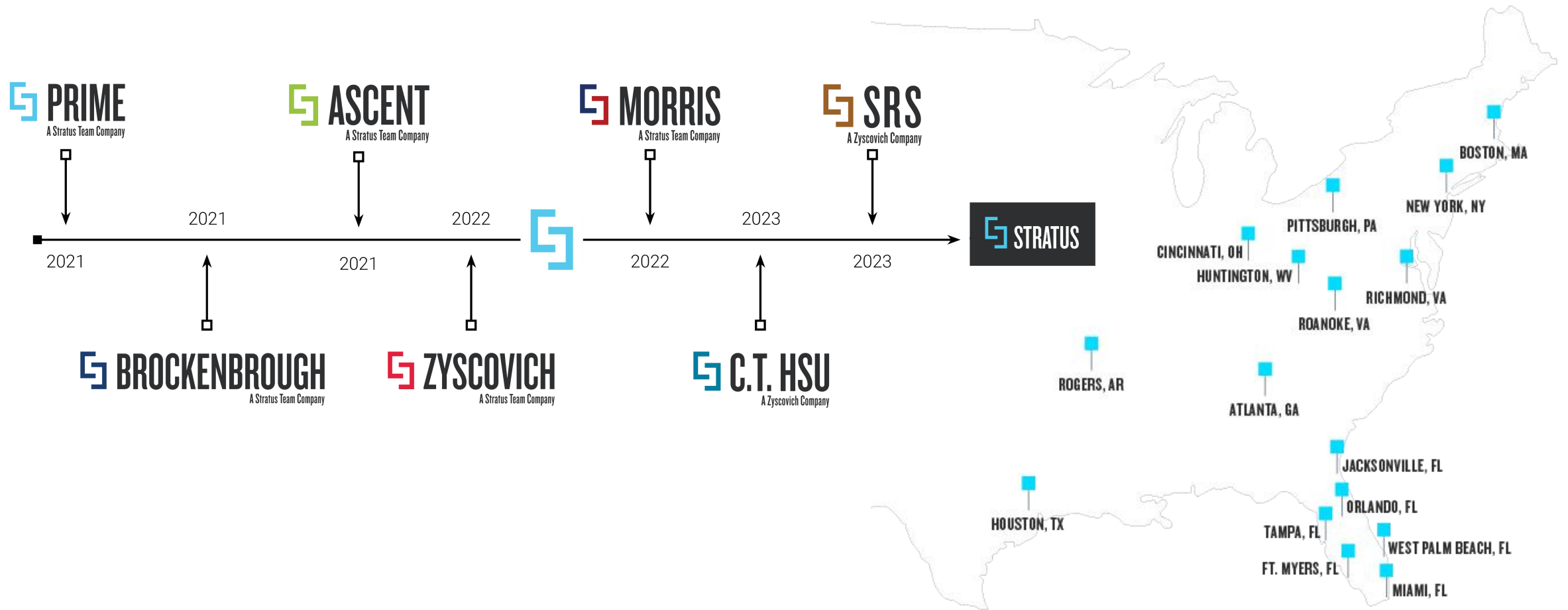
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# Stratus At A Glance



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Expertise Empowered

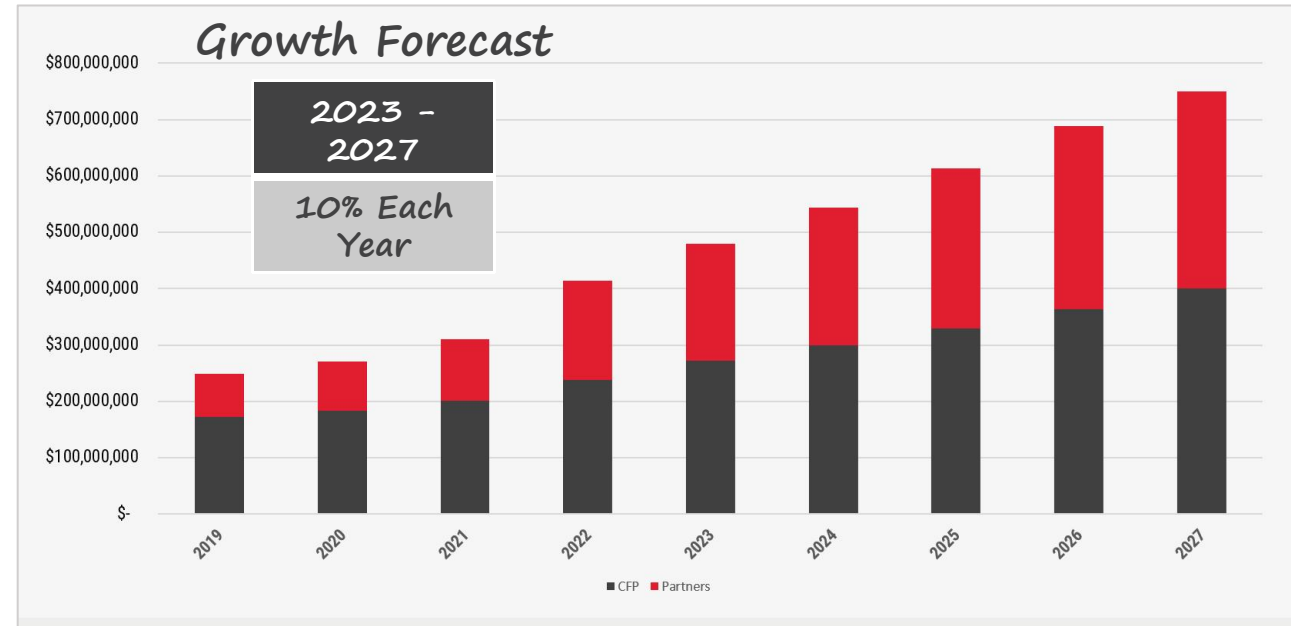
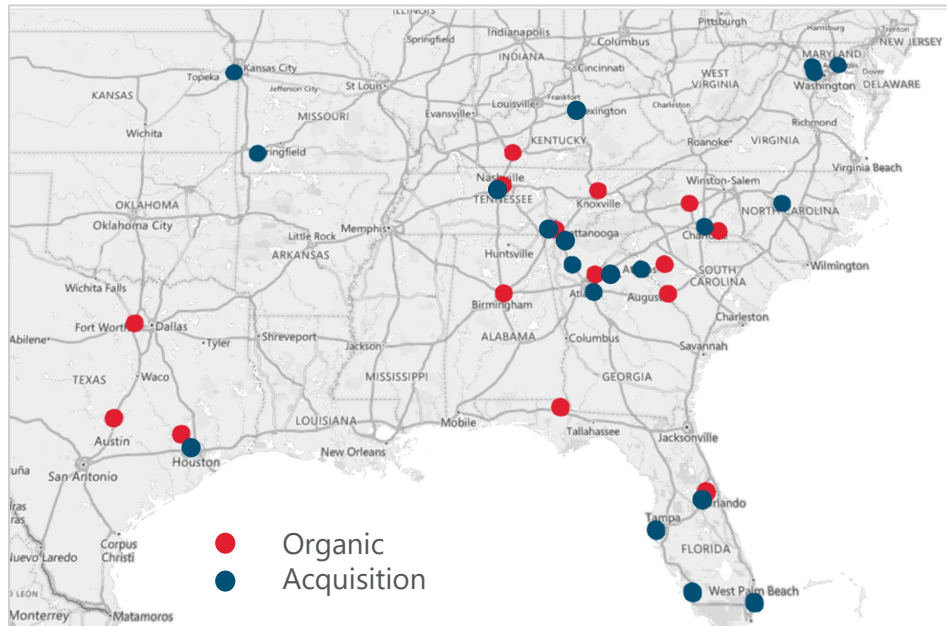




# Century Fire Growth

## Organic & Acquisitions

Expand Footprint and Service Offerings



# Core Values

**OUR FIRE  
PROTECTION  
EXPERTS**



TAKE OWNERSHIP



DO THE RIGHT THING



NEVER SETTLE



BE RESPONSIVE



GROW AND LEARN



VALUE RELATIONSHIPS  
NOT TRANSACTIONS



BE SAFE

SMARTEGIES

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Questions?

