



EVOLVE PARTNERS

Evolve Partners Launches to Drive Growth for Professional and Financial Services Firms

Offerings Focused to Serve Executive Leaders and Private Equity Investors

ATLANTA, November 14, 2023 – Evolve Partners, LLP today announced its formation and launch, with a mission to serve professional and financial services firms ready for evolution and growth. A market mandate to shift business models and support private equity transactions gave rise to the collective of experts, which is led by Danielle Berg. Berg has served in executive roles at two of the top 50, fastest growing accounting firms in the nation.

Berg co-founded the collective based on her decades-long career in professional services, serving as a C-Suite leader and CEO advisor, shaping culture and driving growth for industry-leading firms. “As market forces and emerging technologies challenge traditional business models and change the competitive environment, we formed Evolve Partners to guide people-centric firms forward. It is time to evolve outdated operating approaches and create real differentiation, igniting firm growth and developing future-ready leaders,” she said. “We intentionally curated our disciplines and team of advisors to holistically address the evolution drivers necessary for firms to effectively compete and stay on the forefront.”

A collective of seasoned experts from across industries and services, Evolve Partners’ advisors have led in senior, strategic roles to drive positive transformation and propel outsized growth in some of the top-performing firms across the nation. The advisory team provides services across 10 key areas to modernize firms ready for next-level growth. These include:

- Strategic Growth Counsel and Planning
- Brand Strategy, Creation, and Management
- Culture, Well Workplace, and Employment Brand Development
- Leadership Development
- M&A Integration Support
- Digital Strategy and Marketing
- Digital Modernization and Data Analytics
- Client and Employee Experience Strategy
- Financial Planning and Modeling
- Evolution Management



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Additionally, Evolve Partners provides as-needed C-suite leaders to deliver the exact experience and expertise growing firms need, matching where they are in their evolutionary path and moving them forward successfully.

Along with Danielle Berg (growth and leadership development), the collective of advisors includes: Neal Berg (experience design), Justin Craig (data and analytics), Patrick Davis (brand strategy), Patrick Johnson (financial modeling), Dan Mallory (digital modernization), Alex Polamero (CRM, marketing and sales technologist), Brad Schneck (digital strategy and marketing), Jon Stroble (evolution management), Jim Tanajewski (data and analytics), and Aaron Adamson (performance marketing).

To learn more about Evolve Partners, please visit www.evolvepartnersllp.com.