

2023 Media Kit



Media outlets rely on Trenegy to provide non-traditional insights, thought leadership, and expertise on finance, operations, and technology trends. Examples include: *Houston Business Journal*, *Denver Business Journal*, *Oil and Gas Journal*, and *CIO Magazine*. To schedule an interview with any of our leadership team, please contact us at info@trenegy.com.

The enclosed media kit contains the following information:

Contents

- Company Background 3
- Our Services 4
- Our Values 4
- Clients 5
- Recent Client Experiences 6
- Leadership 7
- Publications 8
- Philanthropy 9
- Awards 10
- Corporate Information 11

Company Background

Treney is a management consulting firm founded in 2010 with headquarters in Houston, TX. Treney was founded by former Big Four partners and industry professionals. Our team of consultants serve the energy, manufacturing, and distribution industries, among others.

Our non-traditional consulting model equips clients to overcome efficiency challenges where others have failed.

- **We get to the point.** We are direct with our recommendations and provide immediate answers to our clients' challenges.
- **We simplify complex problems.** We break down complexity through unique approaches to problem-solving and by gathering tribal knowledge unique to the organization.
- **We are our client's #1 advocate.** We have an exit strategy: we develop our projects with a clear end date and a seamless transition to our clients.
- **We integrate with our client's staff.** We collaborate with clients to ensure what is implemented can be managed internally.

Below are some examples of how our answers might differ from the traditional answers:

The Traditional Answer	What We Might Say	Why?
Implement an integrated SAP or Oracle ERP to obtain timely information for running your business.	First, consider cleaning up your existing systems and obtain integrated information with a reporting tool to run your business.	To save money and ensure a rapid ROI
Cybersecurity is the responsibility of IT and you need a lot of technology to protect your company.	Change the behavior of employees to stop clicking on links in emails.	To address 99.9% of all cybersecurity threats to an organization without significant investment
You need to hire more people in your company to support a controls environment.	Improve processes and put the right controls in the right place.	To save money and allow an organization to operate more efficiently

Our Services

Since our founding in 2010, Trenegy has served more than 60 clients in a variety of areas:

CFO Advisory	Turnaround & Restructuring	Mergers & Acquisitions	Technology Advisory	CMO Advisory
<ul style="list-style-type: none"> • Finance transformation • Planning and forecasting • Risk and controls 	<ul style="list-style-type: none"> • Operations stabilization • Revenue enhancement • Cost reduction 	<ul style="list-style-type: none"> • Organization realignment • Merger integration • Acquisition synergy assessment 	<ul style="list-style-type: none"> • Organization realignment • Merger integration • Acquisition synergy assessment 	<ul style="list-style-type: none"> • Sales and marketing strategy • Branding and messaging • Digital content creation

Our Values

Trenegy has a relentless focus on customer service. We embrace:

- **Responsiveness** – We stand ready to quickly respond to our client’s demands.
- **Doing the right thing** – We put our client’s interests first. Our definition of success is our client’s success.
- **Collaboration** – We work side by side with our clients to ensure they can run without us when the project ends.

Our team’s non-traditional approach to consulting really means:

- **Street smart** – Our experience is based on what works for real clients, not what someone wrote in a book.
- **Confident** – We have the right tools and people to address any challenge.
- **Passionate** – We love what we do and are committed to making each client’s success our success.
- **Sense of humor** – We don’t take ourselves so seriously that we cannot bring levity to a situation, allowing our clients to engage with our team.
- **Rebel** – We challenge the status quo and despise anything associated with the “typical management consulting firm.”

Clients

We find many of our clients stuck at the bottom of a mountain, tired and frustrated.

We engage as sherpas, leveraging our experience, expertise, and tools to help clients climb the mountain. Together we can crest the mountain while equipping clients for the next climb with confidence.

Since founding Trenegy in 2010, we have served more than 60 clients in a variety of industries. Our clients range from large publicly traded firms to middle market private companies. Below are a few past clients:



Recent Client Experiences

ERP Selection – Exploration & Production

The executives of a fast-growing E&P company found their systems were limiting the company's ability to grow and adequately track data for reporting and analysis.

Due to impartiality and extensive experience with ERP system selections, Trenegy was hired to guide the company in identifying a solution that would best serve its business operations and acquisition growth needs. Trenegy helped the company choose an optimal solution to meet their accounting, land, and production needs.

Ultimately, the detailed business case that Trenegy developed for the new ERP system gave executive management the confidence to move forward with implementation. Trenegy was asked to remain and facilitated the program and change management of the system implementation.

Post-Merger Integration – Global Energy

After several mergers and acquisitions, a global energy company determined that its fragmented processes were diminishing profitability even though revenues were increasing at a rapid rate.

Trenegy was hired to assess whether or not customer support and administrative processes could be simplified, standardized, and streamlined across the company. Trenegy identified a series of leading practices that could be adopted and changes that could be easily implemented. These included process standardization, consolidation of service lines, centralization of administrative functions, and shifts in geographic accountability.

These action items would allow the organization to standardize their customer-facing processes, improve margins, and reduce overhead costs by millions.

SOX Controls Framework Implementation – Transportation

A transportation company completed their IPO. Following the IPO, auditors raised concerns of deficiencies to the Board of Directors. The deficiencies were likely to develop into material weaknesses and would need to be addressed before the following fiscal year. The CFO hired Trenegy to implement COSO 2013, guiding the company to comply with Sarbanes-Oxley 404.

Trenegy facilitated the implementation and testing of key controls across the organization. In developing these controls, Trenegy worked with the client to define and implement procedures, policies, and refined processes.

During the year-end audit, auditors reported zero deficiencies or weaknesses. In addition to being prepared for a Sarbanes Oxley 404 controls audit, we helped the client reduce its month-end close from 24 to 8 business days.

Leadership



William F. (Bill) Aimone III
Managing Director (Co-Founder and Co-CEO)

Bill has more than 30 years of business and consulting experience focused on helping rapidly growing companies address a variety of strategic finance, operational, people, and technology issues. Bill leveraged this experience to build a finance consulting practice in Ernst & Young's Middle Market Consulting group. He then joined Deloitte as the Partner leading the Finance Consulting

Practice for the Gulf Coast Region where he served clients in the oil & gas, manufacturing, services, and healthcare industries. Bill holds an MBA from Baylor University in Waco, Texas, and a BS in Economics from Texas A&M University in College Station, Texas. Bill can be reached at waimone@trenegy.com.



Peter F. Purcell
Managing Director (Co-Founder and Co-CEO)

Peter has more than 30 years of business and consulting experience focused on helping high-growth companies better understand and utilize information technology. Peter's passion for helping solve strategic issues led him to consulting where he became the Partner in charge of the IT Strategy practice for Ernst & Young's Middle Market Consulting group in Texas. Soon after,

he joined Deloitte to start and successfully grow the IT Strategy & Operations Practice serving the energy industry. Peter holds an MBA from Georgetown University in Washington, D.C., and a BS in Computer Science from the University of New Mexico in Albuquerque, New Mexico. Peter can be reached at ppurcell@trenegy.com.



Cathy Hilton
VP of Finance and Administration

Cathy is Trenegy's VP of Finance and Administration and is a true efficiency expert. She ensures internal company practices are optimized to enable outstanding client service. This is where Trenegy truly practices what we preach. Cathy has implemented a bureaucracy-free, low-cost control environment where all of our data, business systems, and non-strategic work is either

outsourced or in the cloud. Contact Cathy to learn how any company can become efficient beyond your wildest dreams. Cathy can be reached at chilton@trenegy.com.

Publications



Treney shares its knowledge and unique points of view through our website blog containing hundreds of articles written by the Treney staff. These articles are accessible at [treney.com](https://www.treney.com). Please contact Cathy Hilton at chilton@treney.com if you are interested in re-publishing any of our articles.



The Jar(gone) Podcast provides a fresh, thought-provoking point of view on what other consultants are pitching and the jargon they toss around. We hear terms like technical debt, IT transformation, enterprise risk management, AI, zero trust cybersecurity, and more. What do these mean? And how do these phrases and ideas come into play within organizations? Available on [Apple Podcasts](#) and [Spotify](#).



In Jar(gone) the book, authors Peter Purcell and Bill Aimone clarify the buzzwords currently plaguing the consulting world. What are Actionable Analytics? Why is Change Management necessary? What is Value Stream Mapping? In simple language, Jar(gone) answers these questions and provides a clear explanation of many commonly misunderstood business concepts. With expertise, wit, and straight talk, Jar(gone) will help you understand what buzzwords really mean and more importantly what they don't. Purchase the book [here](#).



Treney's Managing Directors Peter Purcell and Bill Aimone are engaged to speak at various professional conferences. This includes the Houston CPA Society Annual Conferences, FUND Conference, COGA Energy Summit, and Northern Colorado Energy Summit. Topics for these events include the future of finance, cybersecurity, technology innovation, the platform economy, and more. To book a speaking event with Peter or Bill, email info@treney.com.

Philanthropy

Treney believes in supporting our community with an emphasis on future generations. Treney actively supports the following organizations through volunteer and financial contributions:



We've had the privilege of hosting a resume-writing workshop and career day for students at Boys & Girls Country of Houston (left) and purchasing Christmas gifts for Operation Christmas Child and Angel Tree each year (below).



Awards

Treney places a high value on building a strong company culture that embodies a unique combination of creativity, collaboration, humility, servant leadership, and inquisitiveness. This has been recognized with the following awards:

- Texas Monthly, Top 20 Best Companies for 7 years in a row (2012-2018)
- Houston Business Journal, Top 10 Best Places to Work in 2012
- Boys & Girls Country, 2012 Corporate Friend of Children Award



Corporate Information

Treney Incorporated is a Texas C Corporation with a tax identification number of 27-3083464 and DUNS Number of 020821870. The Treney name and logos are registered trademarks of Treney Incorporated. Treney is 100% owned and managed by its leadership team: Bill Aimone, Peter Purcell and Cathy Hilton.

NAICS Codes:

541611 General Management Consulting Services
541614 Process, Distribution and Logistics Consulting Services
541618 Other Management Consulting Services
561499 All Other Business Support Services
611430 Professional and Management Development Training