



Improving Business Performance

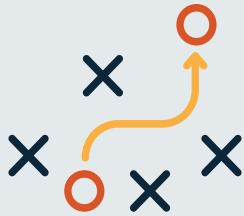
A management consulting firm that provides:

- ▶ Strategic Thinking
- ▶ Family Business Expertise
- ▶ Operational Excellence
- ▶ Financial Insight



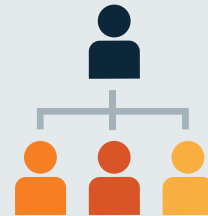
What We Do

McNally Brown Group offers unique insight and expertise to organizations focusing on growth, transition and new opportunities, that may not have the resources or experience to successfully define and implement these initiatives. We excel at managing complex, multi stakeholder projects, and our project-based approach ensures clearly defined objectives, agreed upon milestones, and tangible results.



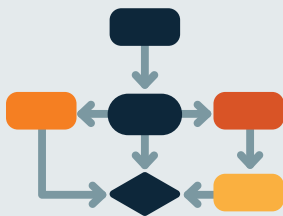
Strategy

We guide companies through development and implementation of strategic plans or change initiatives, and support mergers, acquisitions, and preparing businesses for sale.



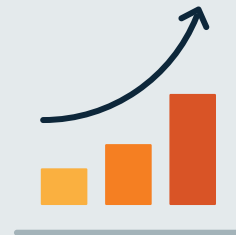
Family Business

We have hands-on experience in family business, understand family business culture, and can help develop a family strategy that aligns with your business strategy.



Operations

We help you conduct assessments, and develop new tools, systems and processes to support implementation of your objectives.



Finance

We provide a confident, collaborative approach to accounting, finance and asset management and bring strategic and operational thinking to the finance component of your business.



Who We Work With

McNally Brown Group has experience with small, medium and large private, family, public, and non-profit organizations operating in Canada, USA, and Internationally, across a range of industries. Our proven approach is tailored to the industry and requirements of the client.



Who We Are

Colin and Laura founded McNally Brown Group in 2012. They both have engineering backgrounds and are graduates of the Richard Ivey Executive MBA Program. Colin and Laura bring complementary expertise, a balance of hands-on experience, technical training, family business knowledge, and international experience to clients.



Laura McNally

M.ENG., P.ENG., MBA
MANAGING DIRECTOR

Laura is a strategic advisor with deep experience guiding change in growing businesses, particularly family enterprises. She brings expertise in strategic and family business planning, organizational development, succession and exit strategies, and digital transformation. Before co-founding McNally Brown Group, Laura held leadership roles in engineering and construction, where she led major initiatives including the successful sale of her family's third-generation construction company. She combines practical business insight with strong facilitation skills, helping clients across industries such as construction, engineering, agriculture, and manufacturing to navigate ownership transitions, growth, and operational improvements.



Colin Brown

C.E.T., MBA
MANAGING DIRECTOR

Colin is a strategic advisor with deep experience in business growth, continuity, and transformation. His expertise spans strategy, family business, digital transformation, process improvement, succession and exit planning, and financial management. He has worked with clients from family-owned firms to global public companies in construction, engineering, agriculture, and manufacturing sectors. Before co-founding McNally Brown Group, Colin held senior roles in Engineering, Operations, and Sales, leading change across North America and globally. His experience in both family and multinational organizations shapes his collaborative, results-focused approach to complex strategic challenges.

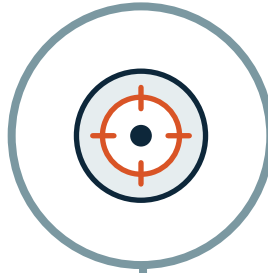
How We Work

Our approach is collaborative and tailored to your organization's needs. We focus on clearly identifying the objectives and delivering tangible results.



Meet

- ▶ Learn about your business situation
- ▶ Understand your company culture
- ▶ Explore alternative approaches



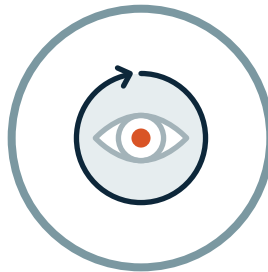
Define

- ▶ Define tangible objectives
- ▶ Develop customized work plan
- ▶ Agree on a shared vision



Execute

- ▶ Collaborative approach
- ▶ Communicate on progress
- ▶ Ensure alignment with objectives and business needs



Review

- ▶ Present findings and incorporate feedback
- ▶ Finalize the plan
- ▶ Identify next steps



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