

### About Water Industry Solutions

Water Industry Solutions is a business consulting and management advisory firm specializing in the Water Industry. We provide strategic planning, strategic options analysis, business development, marketing and sales support to firms serving the water technology and services sector.

Our 100 years of experience encompasses all sectors of the Water and Wastewater Industry including Municipal, Industrial and Residential/Commercial segments, and includes knowledge of specific technologies including; filtration, biologicals, disinfection, secondary and tertiary treatment systems, instrumentation and design-build-operate expertise in the oil and gas, petrochemical, power, electronics, pharmaceutical, automotive, drinking water and municipal waste water markets.

We formed Water Industry Solutions in 1995 as a result of a growing demand for industry based advisory services expressed by our contacts and clients. Our specific expertise includes P&L and operations management, strategic planning, engineering, sales and marketing, mergers and acquisitions, post-acquisition integration and financial planning.

### Water Industry Solutions' Offering

Water Industry Solutions provides a breadth of experience in assisting management teams to achieve their objectives and vision in the water age. Our specific services include:

- **Strategic Planning**
- **Strategic Operations Analysis**
- **Organizational Consulting**
- **Merger & Acquisition Advisory Services**
- **Sales and Marketing Support**
- **Management Consulting**

Water Industry Solutions partners with emerging and established water technology, service and consulting firms to locate strategic investment and development opportunities, and forge new relationships and synergies between commercial interests to capitalize on the growing Global Water Economy

### About Mark Lambert, Managing Partner



Mr. Lambert has over 25 years of experience as a senior level executive with extensive experience in the Water, Renewable Energy and Environmental Services Industries including senior level positions with Test America, American Water, U.S. Filter, Culligan and Nalco Chemical. Mr. Lambert's expertise includes P&L and operations management, sales and marketing management, mergers and acquisitions, strategic planning, growth capital and transactional support for a variety of clients.

### Contact Information

Mark Lambert, Managing Partner  
1451 Santa Fe Dr.  
Encinitas, CA 94127 USA  
Office: +1-760-633-3134 | Email: [mark@waterisnow.com](mailto:mark@waterisnow.com)  
<http://www.waterisnow.com>