



Introduction

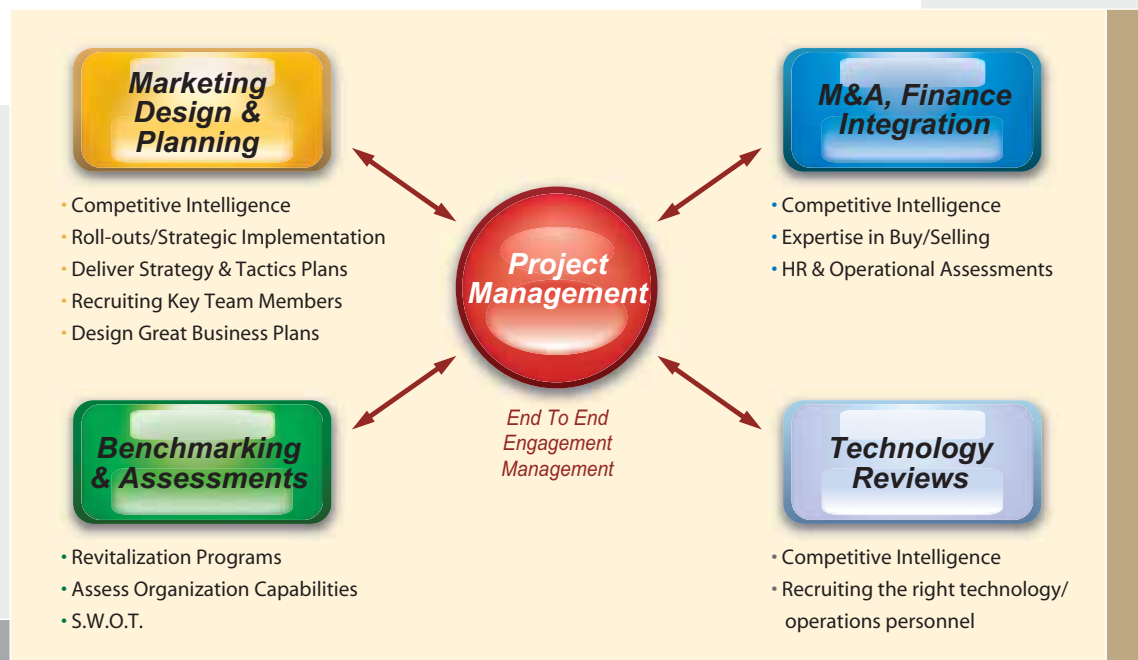
LAAD Group was formed in 1988 to provide top-flight management, financial and strategic advice to companies in the energy sector. The firm also makes selected investments in project companies outside of the energy sector. We utilize highly talented professionals covering a broad range of business challenges. Our team consists of seasoned, successful executives who also are investors.

We come from across various industries, including large publicly-traded companies and private family concerns. We typically effect a turnaround, or critical changes which take a business to the next level. We have pioneered a unique new approach that combines "hard-nosed" business advice with entrepreneurial spirit.

Mission Statement

To work from a "no-nonsense, bottom-line real" view of business, delivering clients and partners with exceptional, innovative, independent and value-added services using the most talented, motivated individuals.

Core Competencies



Maximizing Profits

LAAD Group provides comprehensive services that include a proprietary approach to business management. We assign top industry professionals with the right technical skills, commitment and understanding. We have experts in finance, sales/marketing, organization design and administration to meet the specific project needs of most companies. Because we are senior executives with operational and practical experience we understand client issues from your side of the table—we have been there on the front lines.



We can appreciate your viewpoint like few other firms can. Our insights into market trends and emerging opportunities are unique. We also possess the unusual ability to take abstract strategic ideas and turn them into profitable executable action plans and then actually carry-out those plans in conjunction with your own people. We believe this unique comprehensive approach, that includes tactical implementations, gives us an unparalleled opportunity to add value to our clients and improve bottom line results.


Our Team

Our team members have operated in a wide variety of disciplines, including marketing, operations, engineering, financial, legal, commodities and trading.

Senior Energy Team

LAAD Group has affiliates who are senior executives from various parts of the energy industry. Team member backgrounds include senior level positions with major USA energy companies such as El Paso Energy, FPL Energy, and FPL Group.

Generalists

 LAAD Group also utilizes a network of generalists with backgrounds in marketing, human resources, finance, technology and more. These generalists have held senior level positions at companies and entities such as Citicorp Leveraged Capital, Coca-Cola Enterprises, CompUSA, Home Depot, McDonald's, Sports Authority, The Miami Heat, Wal-Mart, and others.

Our Affiliates

Capital and Banking
Holding Capital Group, Inc.
Alexander Dunham Capital Group

Technology
Building IT Services

Recruitment & HR
Miller, Abramson & Co.