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ENTRIX Chooses New President and CEO



Todd Williams, CEO and President, ENTRIX, Inc.

> Industry veteran succeeds Dan Taylor, who will stay involved as chairman of the board.

This could turn out to be quite a year for **ENTRIX, Inc.** (Houston, TX), a 550-person environmental and natural resource management consulting firm. Things started early, with Todd Williams being named the new CEO and president of the company in January. By the end of the year, firm leaders hope to be well on their way to doubling the size of the company, a goal they expect to reach in five years.

That means an expansion of the firm's four primary business lines: water resource management, environmental and natural resource liability management, natural resources management, and environmental permitting and compliance. The staff today includes more than 30 natural resource economists, a group that Williams believes gives ENTRIX an example of the ever-changing market.

"The challenges before us require us to bring in business-minded solutions," he says. "That's something that sets us apart. Regulations alone won't fix problems such as quality and scarcity of resources, carbon footprints, and greenhouse gases. You need the business solutions too. What the world needs is holistic sustainability solutions. Thinking that way is what makes us one of the leaders in natural resource asset valuation."

What's ahead

The firm recently relaunched its web site (www.entrix.com) with a new branding effort, "Down to earth, down to business." Williams sees these changes as fitting into the company's goal for a "growth-oriented approach." He sees the firm doubling in size during the next five years both organically and through acquisitions.

ENTRIX is enhancing its staff recruiting efforts, says Williams, and making upgrades to its business development, technology, and strategic planning. Part of that approach, he says, is

always being ahead of the competition and looking for the next hot market. These days, that's water foot-printing, he says.

"Clients want to know the risks when it comes to water," Williams says. "Carbon foot-printing and greenhouse gases are issues today. Water is at least as big. There are more and more demands on water.

"Natural resource management challenges aren't going away. That's why we're going to aggressively continue with our recruiting and evaluating possible acquisitions as a way to help this firm grow and continue to do a great job serving our clients." Clients come from a wide array of backgrounds, ranging from federal, state, and local government to law firms, energy, mining, and insurance companies, among others.

In conjunction with Williams' promotion to president and CEO, ENTRIX has recently reorganized itself around client service and business functions. There are managers for each of the five areas: financial, business operations, client services, business development and marketing, and strategic development.

"We've got to be thinking beyond today and the challenges ahead of our clients," Williams says. "We need to develop our staff into exceptional leaders who collaborate as a high-performing team. We need to be thinking ahead of what's going on now, today. We think of ourselves as market-makers, not market-chasers."

Ready for the future

ENTRIX operates more than 35 offices in the U.S. and one in Ecuador. The firm is also growing its business in Canada, Williams says, and looking to expand into Europe.

"There's more awareness there now of environmental issues than there had been in the past," he says.

The \$787 billion stimulus package, also known as the American Recovery and Reinvestment Act of 2009, could be a boon to business for ENTRIX and other firms like it, Williams adds.

"It's pretty clear the government is focused on these issues, so there's a whole new marketplace available now," Williams says. "It's going to be strong for years to come. It's clear (President Barack) Obama wants to make a difference in this area. There are companies that do restoration. We do it holistically."— D. CRAIG MACCORMACK (cmaccormack@zweigwhite.com)