

# EVOLVED PROS

## GEORGE LEITH

AUTHOR • SPEAKER • BUSINESS EXECUTIVE • PODCAST HOST

*Igniting transformation for growth.*

**\$100M+**

RECURRING REVENUE  
BUILT

**165+**

SPEAKING EVENTS  
21+ COUNTRIES

**265+**

PODCAST EPISODES  
50+ COUNTRIES

**30K**

LINKEDIN  
FOLLOWERS



## AT A GLANCE

George Leith built a \$100M+ recurring revenue business, a 250-person world-class team from scratch in Saskatchewan, and a podcast heard in 50+ countries. He is the author of **EVOLVED**, President of International Partnerships at AdCellerant, and the founder of Evolved Pros — the platform, podcast, and community built around The Evolved Architecture™.

“

*There was one chair in George Leith's house he could sit in without pain.*

OPENING LINE — EVOLVED

## CHAPTER ONE · THE MAKING OF A BUILDER

# The story.

**T**here was one chair in George Leith's house he could sit in without pain.

He told himself it was a preference. It was logistics. At close to 400 pounds, broke, and quietly disappearing from the photo albums his daughters would one day find, George was what you'd call a high-functioning disaster.

That ended in 2010. Not dramatically. Not with a single breakthrough moment. With a decision made in a hotel bathroom mirror at 3 AM that the next fifteen years would look different from the last.

They did. **220 pounds lost.** No surgery. No medication. No program. Two hip replacements. A systematic, compounding, daily discipline. The secret is architecture.

At Vendasta, George built a 250-person world-class customer-facing team from scratch in Saskatchewan — and grew the company to **\$100M+ in recurring revenue**. He created the Conquer Local Podcast: 265+ episodes, 50+ countries, B2B Marketing Exchange Finny Award, Silver Top Sales Award 2021. He has spoken at 165+ events across 21+ countries. Today he serves as President of International Partnerships at AdCellerant, leading expansion across Canada, the UK, and the US. And he wrote the book.

THE THESIS **THERE IS NO DONE. THERE IS NO CEILING.**

## TORONTO · MONTREAL

*"George led many training initiatives for our sales team of 100+ professionals across offices in Toronto and Montreal. He played an integral role in launching our new business and ramping up our sales team in record time. He is a very hands-on training pro."*

**Mike Giamprini**  
OWNER, GPARTNERS

## MENTORSHIP

*"I have such great respect for George. You are an incredible leader and inspiration. What I love most about you is your passion for helping other business owners. Truly helping. Keep being the true leader you were born to be."*

**Amy Andrew Delardi**  
CEO, INFINITE WEB DESIGNS

## CONQUER LOCAL PODCAST

*"It was such a pleasure to be a guest on your podcast. Your team is amazing and it was such a joy to chat. I really hope we are able to collaborate again!"*

**Dr. Cindy McGovern**  
CEO, ORANGE LEAF CONSULTING

## 01 BY THE NUMBERS

\$100M+

RECURRING REVENUE  
BUILT

250

WORLD-CLASS TEAM  
BUILT FROM SCRATCH

165+

SPEAKING EVENTS  
21+ COUNTRIES

265+

PODCAST EPISODES  
50+ COUNTRIES

## 02 CAREER ARC

— EARLIER → NOW

## THE BUILD

CHIEF CUSTOMER OFFICER  
EXECUTIVE VICE PRESIDENT

VENDASTA 2013-2023

- Built a 250-person world-class team from hire one over 10 years
- Grew company to \$100M+ recurring revenue
- Created the Conquer Local Podcast
- Built an ecosystem of over 20,000 global channel partners

## THE PIVOT

MANAGING PARTNER  
& CHIEF REVENUE OFFICER

HARVARD MEDIA 2023-2025

Managing Partner and CRO for a regional broadcaster in Western Canada — where he led a two-year strategic turnaround in traditional media.

## NOW

PRESIDENT  
INTERNATIONAL PARTNERSHIPS

ADCELLERANT 2025-

Strategic and operational build of a new function of the company in Canada and the UK. Future expansion is dependent on performance of the new business unit. **Early indicators show good product-market fit and growth potential.**

## 03 AWARDS &amp; RECOGNITION

2020 Pitch Event Winner  
CHANNEL PARTNERS2020 Top Gun 51 — next generation of channel executives  
CHANNEL INDUSTRY RECOGNITION2019 B2B Marketing Exchange Finny Award  
CONQUER LOCAL PODCAST2021 Silver Top Sales Award — Best Sales Podcast  
CONQUER LOCAL PODCAST2025 AdCellerant Canada & UK Expansions  
PR NEWswire

## 04 SPEAKING STAGES

NAB NATIONAL ASSOCIATION OF BROADCASTERS

RAB RADIO ASSOCIATION OF BROADCASTERS

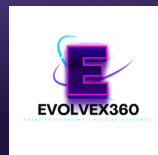
SIINDA SEARCH &amp; INTERNET INDUSTRY NETWORK

LMC LOCAL MEDIA CONSORTIUM

WAB WESTERN ASSOCIATION OF BROADCASTERS

IFA INTERNATIONAL FRANCHISE ASSOCIATION

CP EXPO CHANNEL PARTNERS EXPO



CHAIRMAN &amp; CO-FOUNDER

EVOLVEX360

SMART OUTSOURCING | STELLAR OUTCOMES

SASKATOON · DURBAN · REYKJAVÍK

## KEYNOTES &amp; MAIN-STAGE TALKS

# Four signature topics.

BOOKING

## CONTACT US

For details

## NO. 01 THE FRAMEWORK

### THE ARCHITECTURE OF TRANSFORMATION

Most transformation stories end at the breakthrough. George starts there. This keynote dismantles the myth that motivation is the mechanism — and replaces it with The Evolved Architecture™: the six-pillar system he used to lose 220 pounds, build a \$100M+ business, and reconstruct a life from the ground up.

**BUILT FOR** AUDIENCES WHO'VE HEARD ENOUGH INSPIRATION AND ARE READY FOR A FRAMEWORK.

## NO. 02 THE BUILD

### NO CEILING — BUILDING WORLD-CLASS TEAMS AT SCALE

George built a 250-person team from scratch in Saskatchewan and grew a company to \$100M+ in recurring revenue. This is the keynote about what breaks when you scale, what to fix first, and why the leaders who built it are often the ones who break it.

**BUILT FOR** HONEST, SPECIFIC, FIELD-TESTED ACROSS THREE DECADES OF REVENUE LEADERSHIP.

## NO. 03 THE ARRIVAL

### AI FOR THE 33 MILLION

Enterprise has the tools, the budget, and the runway to figure out AI. The 33 million small businesses in North America have none of those things. This keynote is for the sales leaders, media companies, and channel partners who serve SMBs — and need to understand what's coming before their clients figure it out first.

**BUILT FOR** SALES LEADERS, MEDIA, AND CHANNEL PARTNERS SELLING TO SMB.

## NO. 04 THE DIAGNOSIS

### THE CONTAINER PROBLEM

The issue was never the contents — the ambition, the energy, the drive. The issue was the container. George has watched talented people plateau, burn out, and quietly disappear from their own stories — not because they lacked ability, but because they built no architecture to hold it.

**BUILT FOR** OPERATORS ALLERGIC TO MOTIVATIONAL FILLER.

— Igniting transformation for growth —

# One platform. One architecture. *Six pillars.*

Evolved Pros is the transformation platform built around **The Evolved Architecture™** — the six-pillar system George Leith spent fifteen years building and proving. Every property serves one purpose: giving business operators the architecture, the community, and the accountability to stop outrunning their own foundations.

## 01 PODCAST

Long-form transformation interviews.

YOUTUBE · SPOTIFY  
APPLE · X

## 02 COMMUNITY

Peer accountability + connection.

COMMUNITY · PRO  
VIP TIERS

## 03 ACADEMY

Deep training on all six pillars.

FOUNDATION LIVE  
ALL PILLARS IN  
PRODUCTION

## 04 LIVE

60-minute keynote experiences.

AVAILABLE FOR  
BOOKING

## 05 BOOK

The memoir and manual behind everything.

EVOLVEDPROS.COM

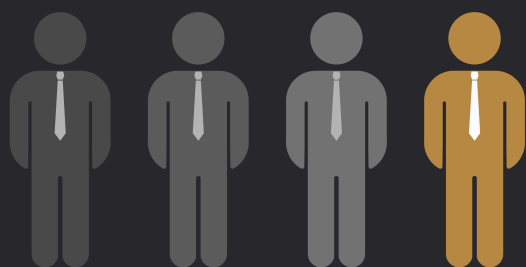
## THE EVOLVED ARCHITECTURE™

SIX PILLARS · TWO FAMILIES



George Leith

# EVOLVED



AVAILABLE AT • EVOLVEDPROS.COM

06 • THE BOOK

MEDIA KIT • 2026

## THE BOOK

# Evolved

*The slow, hard, beautiful work of becoming who you always knew you could be.*

BY GEORGE LEITH

There's a photo album somewhere in George Leith's mother's house. If you flip through it, you'll see his daughters at birthday parties, first days of school, Christmas mornings. You won't see him. Not for fifteen years.

**EVOLVED** is the account of what those fifteen years cost — and what the next fifteen built. From close to 400 pounds, broke, and addicted to chaos, to **220 pounds lost** (no surgery, no medication), **\$100M+ in revenue built**, and a six-pillar system for the kind of transformation that actually holds. *This is not a self-help book. It is a precise, honest accounting.*

## THE EVOLVED ARCHITECTURE™

- 01 Foundation
- 02 Identity
- 03 Mental Toughness
- 04 Strategy
- 05 Accountability
- 06 Execution

# WHO

## OUR AUDIENCE PROFILE

| PLATFORM             | CONTEXT                                                | REACH                                 |
|----------------------|--------------------------------------------------------|---------------------------------------|
| LINKEDIN             | George Leith personal brand                            | <b>~30,000</b><br>FOLLOWERS           |
| CONQUER LOCAL *      | Vendasta-owned podcast · 50+ countries · B2B marketing | <b>20,000</b><br>UNIQUES / MONTH      |
| EVOLVED PROS PODCAST | YouTube   Spotify   Apple   X                          | <b>LAUNCHING</b><br>DISTRIBUTION LIVE |
| COMMUNITY            | Community · Pro · VIP tiers                            | <b>GROWING</b><br>PLATFORM LIVE       |
| NEWSLETTER           | evolvedpros.com subscriber list                        | <b>ACTIVE</b><br>DIRECT TO INBOX      |

\* CONQUER LOCAL IS OWNED AND OPERATED BY VENDASTA — NOT GEORGE'S PERSONAL SHOW. HE CREATED AND HOSTS IT; THE PLATFORM IS THEIRS.

### NO. 01 AUDIENCE PROFILE

## WHO THEY ARE

Revenue executives, founders, sales leaders, and media professionals. Business operators aged 35–60 who have achieved a version of success — and know something is structurally off. North America–primary with strong international reach. Decision-makers with budgets. Early adopters with appetite for frameworks, not filler.

*“The kind of people who buy books and finish them.”*

### NO. 02 PARTNER VALUE

## WHY THEY'RE VALUABLE TO PARTNERS

This audience acts on recommendations from people they trust. George's credibility is field-built — not manufactured. Product endorsements carry weight because the audience has watched him apply the same standards to his own life that he applies to everything he recommends.

*“When George says a product works, this audience listens. That's not reach — that's trust at scale.”*

SPONSORSHIP · 2026

SPONSORSHIP INVESTMENT

# CONTACT FOR PRICING

Every Evolved Pros sponsorship is built on one principle — **attribution**. You will know exactly what your investment generated.

01

## PRODUCT ENDORSEMENT

George personally endorses your product in his voice — not a logo placement.

02

## PLATFORM SPONSOR MENTIONS

Featured across the Evolved Pros community, podcast pages, and Academy.

03

## NEWSLETTER PLACEMENT

Sponsored placement in the Evolved Pros newsletter sent to the full subscriber list.

04

## LEAD ATTRIBUTION

All leads tracked and attributed — you know exactly what you got.

TIER 01

## PODCAST SPONSOR

Episode and series sponsorships. Pre-roll, mid-roll, and host-read. Single episode or multi-episode packages. George personally delivers the endorsement in his voice.

INVESTMENT  
CONTACT FOR PRICING

TIER 02

## COMMUNITY & PLATFORM PARTNER

Branded presence inside the Evolved Pros community and platform. Sponsored events, community posts, and direct access to the most engaged members of the audience.

INVESTMENT  
CONTACT FOR PRICING

TIER 03

## EVENT & LIVE SPONSOR

Sponsor a George Leith keynote or Evolved Pros LIVE event. Brand placement, host mentions, and direct access to decision-makers, operators, and leaders in the room.

INVESTMENT  
CONTACT FOR PRICING

GET IN TOUCH

# One inbox. *One George.*

## PRESS & MEDIA

|        |                                                                   |
|--------|-------------------------------------------------------------------|
| EMAIL  | <a href="#">[email protected]</a>                                 |
| ASSETS | <a href="https://evolvedpros.com/media">evolvedpros.com/media</a> |
| NOTE   | Bio, headshots, logos & topic briefs                              |

## CONNECT

|         |                                                             |
|---------|-------------------------------------------------------------|
| SOCIAL  | LinkedIn · X · YouTube                                      |
| LISTEN  | Spotify · Apple Podcasts                                    |
| HANDLES | <a href="#">@georgeleith</a> · <a href="#">@evolvedpros</a> |

— THE HOME OF IT ALL —

# EVOLVEDPROS.COM

*“I’m **George Leith**. I’ll see you when I see you.”*