EVOLVED PROS



GEORGE LEITH

SPEAKER · BUSINESS EXECUTIVE · PODCAST HOST · NEW BOOK COMING SOON

Igniting transformation for growth.

$100M+	165+	265+	30K
RECURRING REVENUE BUILT	**SPEAKING EVENTS** 21+ COUNTRIES	**PODCAST EPISODES** 50+ COUNTRIES	**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 President of International Partnerships at AdCellerant, and the founder of Evolved Pros: the platform, podcast, and community built around The Evolved Architecture™.

CHAPTER ONE · THE MAKING OF A BUILDER

The story.

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, 2019 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.

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 TO 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 TO 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 TO NOW

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 & RECOGNITION

2020	Pitch Event Winner	CHANNEL PARTNERS
2020	Top Gun 51: next generation of channel executives	CHANNEL INDUSTRY RECOGNITION
2019	B2B Marketing Exchange Finny Award	CONQUER LOCAL PODCAST
2021	Silver Top Sales Award: Best Sales Podcast	CONQUER LOCAL PODCAST
2025	AdCellerant Canada & UK Expansions	PR NEWSWIRE

04 SPEAKING STAGES

NAB	NATIONAL ASSOCIATION OF BROADCASTERS
RAB	RADIO ASSOCIATION OF BROADCASTERS
SIINDA	SEARCH & INTERNET INDUSTRY NETWORK
LMC	LOCAL MEDIA CONSORTIUM
WAB	WESTERN ASSOCIATION OF BROADCASTERS
IFA	INTERNATIONAL FRANCHISE ASSOCIATION
CP EXPO	CHANNEL PARTNERS EXPO

CHAIRMAN & CO-FOUNDER

EVOLVEX360

SMART OUTSOURCING | STELLAR OUTCOMES
SASKATOON · DURBAN · REYKJAVÍK

KEYNOTES & 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
NEW BOOK
Coming soon.

EVOLVEDPROS.COM

THE EVOLVED ARCHITECTURE™

SIX PILLARS · TWO FAMILIES













MEDIA KIT · 2026

NEW BOOK.
COMING SOON.

EVOLVEDPROS.COM

WHO

OUR AUDIENCE PROFILE

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

BECOME A SPONSOR

LET'S TALK ATTRIBUTION.

george@evolvex360.com

GET IN TOUCH

One inbox. *One George.*

PRESS & MEDIA

EMAIL	george@evolvex360.com
ASSETS	evolvedpros.com/media
NOTE	Bio, headshots, logos & topic briefs

CONNECT

SOCIAL	LinkedIn · X · YouTube
LISTEN	Spotify · Apple Podcasts
HANDLES	@georgeleith · @evolvedpros

THE HOME OF IT ALL

EVOLVEDPROS.COM



"I'm George Leith. I'll see you when I see you."