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NEWS RELEASE

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FOR IMMEDIATE RELEASE

RSG CELEBRATES 35 YEARS

Employee-Owned Company Continues to Help Clients Understand Why People and Systems Do What They Do

WHITE RIVER JUNCTION, VERMONT, October 8, 2021— RSG, an employee-owned company headquartered in Vermont and founded by three Dartmouth professors, is celebrating a remarkable 35 years in business this month.

In 1986, RSG's founders conceived of a new model of consulting to help governments and businesses. Their idea? Combine academic rigor with serious data analysis and computer modeling. The result? An innovative consultancy that designs, implements, and applies sophisticated data-driven models with in-depth analytics to help clients understand why people and systems do what they do and guide their decision-making.

"RSG solves challenging problems. But more than that, we offer our clients solutions grounded in innovative, data-driven methods," said Stephen Lawe, Chief Executive Officer at RSG. "Every issue facing humanity now involves a complex system. Embracing different skillsets and uniting people with diverse perspectives and backgrounds to tackle the issue at hand—that's where we excel as a consultancy. We're innovators at our core, and we have been since day one."

In the three-and-a-half decades since RSG's founding, the company has consulted for Fortune 500 companies and clients at all levels of government while working in all 50 states and over 30 countries. RSG's unique culture has also won awards that cite its industry-leading benefits and workplace flexibility.

"I'm thrilled to see the vision that I shared with my two friends and cofounders 35 years ago continue to make a significant and positive impact on the world," said Tom Adler, PhD, President at RSG. "The system our clients operate in today is much more complex than it was when we started RSG. Now, more than ever, clients require rigorous analysis to guide, support—and, in many cases, defend—their decisions."

RSG has also established itself as a cutting-edge firm that develops advanced software tools and platforms. RSG developed its own software ([rMove™](#)) to conduct location-aware market research and understand mobility patterns using big data. The company has also contributed to the development of several [open-source software products](#) in use by clients around the world.

RSG employs 85 people in 7 locations across the United States. The company recently adopted a hybrid workplace model that allows its employees to work from home or one of RSG's physical locations. RSG is an employee stock ownership plan (ESOP) company. Its ESOP has had a 100% ownership stake in the company since 2009.

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