



Joel P. Korte, CEO

Areas of Expertise

As a company founder, successful entrepreneur and regional executive leader for a \$2 Billion+ private contracted services firm, Joel Korte brings a broad range of experience to his current role as an industry leading consultant.

Joel has over 40 years of experience working with property managers, facility owners, commercial developers and landscape architecture firms in the Mid-Atlantic and Midwest Regions. His construction project experience includes more than 300 major corporate office parks and buildings in 25 municipalities.

In 1993, Joel founded a Columbus landscape firm, Urban Environments, Inc., which experienced double-digit revenue and profit growth for 10 consecutive years while winning multiple business and industry awards and recognition. He sold that business to Brickman Group in 2004 and successfully integrated the existing team into Brickman.

With Brickman, Joel's responsibilities included leadership and management of a \$300 million business unit that earned over 20% EBIDTA. He was directly responsible for operations in Ohio, Michigan, Kentucky, Tennessee, Indiana, Illinois, Minnesota, Wisconsin and western Pennsylvania markets which included 36 individual business branches.

In 2013, Brickman merged with Valley Crest Landscape to form BrightView, the largest commercial landscape firm in the industry. Joel remained with BrightView until 2015, when he formed New Growth Strategies, LLC, a consulting firm providing transformative strategic and operational consulting services for landscape contractors and private equity investors.

Joel was retained by private equity firm ClearLight Partners in 2017 to lead a consolidation effort in the landscape industry, which led him to become the CEO of the platform acquisition, Moore Landscapes Inc., located in Chicago. Known for his highly effective team building and individual coaching, Joel guided Moore Landscapes through rapid growth, transition and advancement by implementing best practices and structuring processes to maximize results.

Joel's expertise includes strategic direction, sales growth, operations management, and mergers and acquisition negotiation and operational integration. Technical competencies include comprehensive landscape management, construction implementation, design coordination, project budgets, RFP processes and proposal evaluation.



New Growth Strategies
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Joel P. Korte
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Professional Affiliations

- Central Ohio Builders Exchange, Past President and Executive Board Member
- Landscape Contractors Association of MD/DC/VA, Past President
- American Landscape Contractors of America
- Ohio Nursery and Landscape Association
- Franklin Park Conservatory Trustee Board, Past President
- The Ohio State University/ATI Landscape Contracting Program Advisory Board Member
- The Ohio State University College of Food, Agricultural and Environmental Sciences (CFAES) 2018 Distinguished Alumni Award
- Frequent speaker for national and regional industry seminars
- Active supporter of local and regional non-profit groups including Camp Mary Orton, Teen Challenge, Keep Columbus Beautiful and Mid-Ohio Food Bank

Education and Certifications

- Nationally Certified Landscape Professional (CLP)
- B.S., Landscape Contracting and Construction, The Ohio State University
- AAS, The Ohio State University Agricultural Technical Institute, Wooster, Ohio
- Ohio Air National Guard 1980-1986; honorable discharge
- United States Air Force 1976-1980; honorable discharge