

CASE STUDY

Owner Support / Business Advisory (Fractional CEO/CRO/CFO)

Snapshot

Business Advisory to support the CEO and Management Team



PROBLEM/GOAL

Our client grew significantly over the previous 12 months more than doubling sales and headcount.

Industry Sector: Digital Marketing Agency

Business Type: B2B

Employee Size: 35 employees

Revenue: \$2m

Year Founded: 2016

Our client grew significantly over the previous 12 months more than doubling sales and headcount. This tremendous growth also increased the complexity of the business affecting marketing, sales, operations, hiring and accounting. The rapid growth created a gap in the ability for leaders to both manage the business while also considering future focused management questions requiring careful thought to manage growth.

FINAL RESULTS

100%

completion rate for monthly management review actions.

Sales revenue increased by
>100% YoY.

Profit increased by
>200% YoY.

Contact Us Today

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