



WESTOVER
STRATEGIC ADVISORS

**PARTNERING WITH YOU
TO ADDRESS BUSINESS ISSUES
AND ACCELERATE GROWTH**



WESTOVER
STRATEGIC ADVISORS

Who we are

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A boutique consulting and advisory firm of senior, credentialed professionals

25+ years of experience as CFOs, CMOs, CHROs and CIOs with deep experience across all business disciplines -- Finance, Marketing, Human Resources and Information Technology

Broad industry experience – from VC backed, early stage start ups to privately held family owned businesses and large multi-national public companies

Connected team with strong network of advisors and investors



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What we do

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We help small to medium size companies address business issues and accelerate growth



FINANCE



- Financial planning
- Capital raising
- Accounting services
- Cost control programs
- Financial modelling

MARKETING



- Market research
- Product development
- Lead generation
- Customer engagement
- Strategy Planning

HUMAN RESOURCES



- Talent acquisition
- Comp & benefit plans
- Performance management
- Executive coaching

SOCIAL RESPONSIBILITY



- Help clients become socially responsible companies
- Strategy development for charitable giving
- Employee engagement programs
- Program implementation service

INFORMATION TECHNOLOGY



- IT strategy Development
- System Architecture/Integration/Outsourcing
- IT infrastructure/security Management
- M&A Due Diligence
- Requirements planning & project management



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Industries we serve

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Financial services and insurance	Software & Mobile Apps
Consumer products	Internet & E-Commerce
Cloud, Mobile & Traditional Software	Healthcare Services
Commercial Real Estate	Manufacturing & Industrial
Information services	Media & Entertainment
International / Cross-Border Businesses	Medical Devices
Energy	Professional Services
Construction	Non-Profit Organizations



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How we can help

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- Need an experienced advisor who has demonstrated success addressing similar issues, but can't justify the cost for full time hire?
- Need to fill a senior position temporarily while you're looking to hire for a specific role?
- Getting pressure from investors to build out your team?
- Need to connect with investor community?
- Do employees want the company to become more socially responsible and to offer volunteer projects?

**Experienced fractional hires
(CFO, Controller, CMO, CHRO, CIO, CRO)**

- Need specific functional experience to lead special projects or complement existing teams (e.g., preparing for acquisition or a new product launch)?
- Need experienced staff to jump in and lead an important project?
- Juggling day-to-day challenges and need to free up in-house resources to focus on core business?
- Looking for experienced, fresh perspective and/or a business advisor, if you're stagnant or facing a critical business decision?

Project-based, advisory consulting



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Why use fractional resources?

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CMO

Chief Marketing
Officer



CFO

Chief Financial
Officer



CRO

Chief Responsibility
Officer



CHRO

Chief Human
Resources Officer



CIO

Chief Information
Officer



A fractional hire is often used if you can't justify the costs for a full time, on-staff senior executive, but you need that level of experience and expertise. This strategy is particularly helpful for new and emerging companies, as well as established companies with special projects – such as preparing for an acquisition or a new product launch.



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Our results

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Led capital and fundraising raising activities for a VC backed start-up technology company. Closed on Series A financing round and secured a credit facility with a venture bank. Led the M&A process to find a strategic buyer that resulted in a successful exit.

Developed a financial model for a \$100 million financial services company to measure profitability along vertical and horizontal hierarchies that was utilized for management compensation and benchmarking.

Researched and evaluated accounting systems for a \$5 million service organization. Implemented QuickBooks, set up company and chart of accounts and converted historical records to new application.

Built content marketing strategy for emerging technology company that resulted in 120% growth in online channels.

Supported the CEO of a public company in developing and implementing a corporate-wide reorganization and market repositioning plan. Eliminated 120 positions and reduced operating expenses \$25 million.

Overhauled ecommerce strategy and launched new online store and outbound marketing efforts for retail client that resulted in \$1million+ in new business.

Created a community outreach program that resulted in the passage of business expansion legislation.



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Firms we have worked with

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Cary Street Partners



punch



Shell Oil Company



BBDO



Gartner

wish wish



ExxonMobil

VIACOM



Genworth

Prentice
Hall

nielsen



MedCPU

pwc





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A flexible, scalable model

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OFFICE OF THE CEO

- Business model and strategy consulting
- Assistance with governance and board presentations



INTERIM

- For companies needing temporary full (or part)-time leadership in finance, marketing, IT, HR and social responsibility/community relations



FRACTIONAL/PART-TIME

- For smaller companies in need of C-Suite support (CFO, CRO, CMO, CIO, CHRO)



PROJECT-BASED

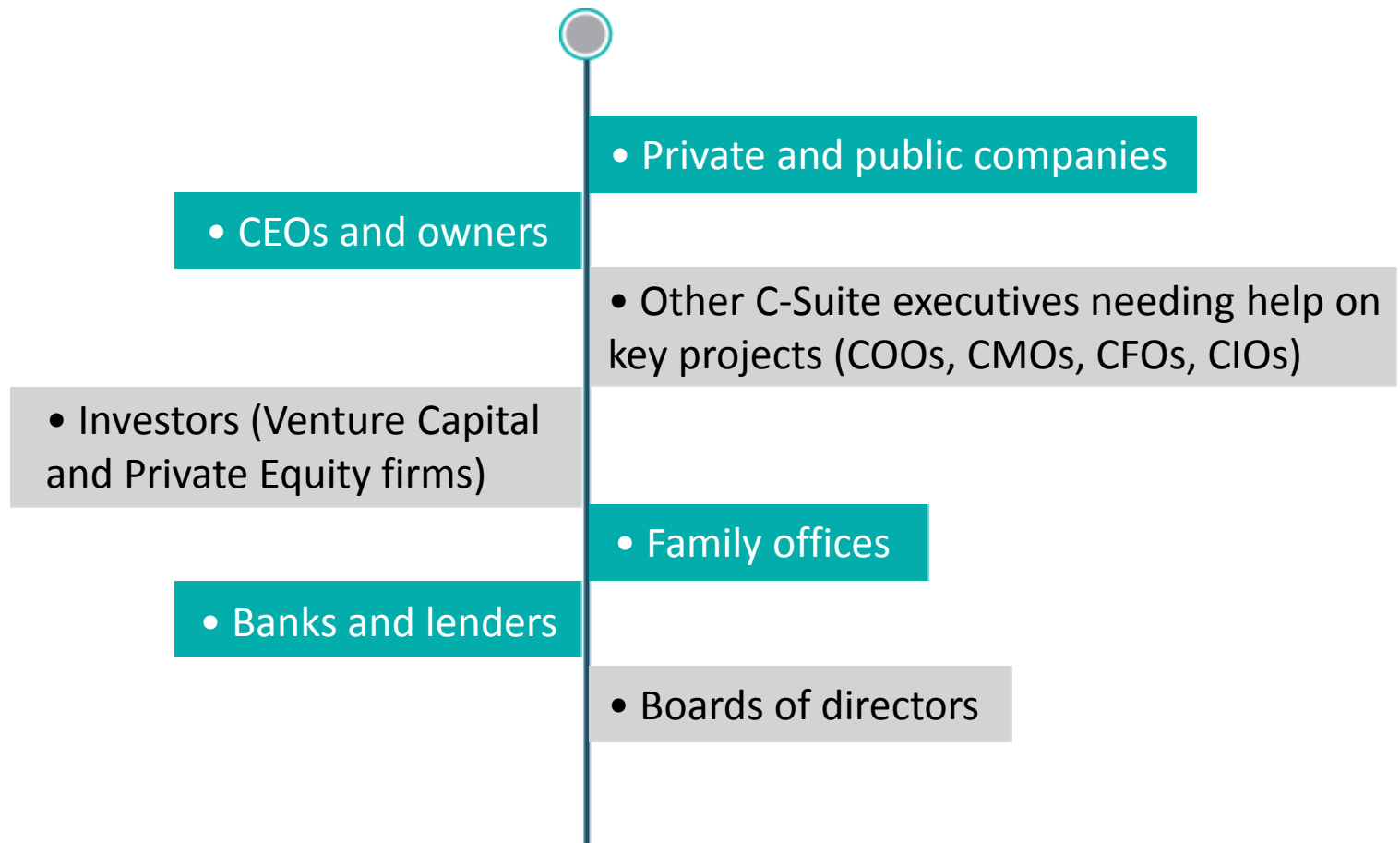
- For engagements with specific deliverables: M&A strategy, exit planning, customer acquisition/retention strategies, investor pitches, executive coaching, employee engagement programs, cost reduction plans, accounting system set up and conversion



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Who retains us

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Our team



- A seasoned staff of successful C-suite executives
- We've been in the trenches and in the boardroom. We bring years of practical working experience to help our clients tackle both strategic and operational business challenges.
- We've walked in your shoes and we understand what you're going through. We have deep and broad experience in creating and executing upon business models of all kinds. We have a keen sense of what works in the marketplace and what doesn't. Many of us have MBAs or PhDs from schools like Harvard, Wharton, Kellogg, Michigan, UVA, NYU and Dartmouth . We also have experts in finance, financial modeling, capital raising, market research, competitor research, technology, and much more.
- Visit our website to review bios for all of our consultants www.westoverstrategy.com



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Contact us

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