



**STANTON  
ASSOCIATES** LLC  
Management Consultants

*Delivering  
solutions for  
growth and  
profitability*

It's not difficult to grow revenue .... IF one doesn't care about profitability, and ...  
It's not difficult to be profitable ..... IF one doesn't care about growth.

***Doing both at the same time requires a little magic.***

## WHO WE ARE

We are consultants who have actually run companies -- as former top level executives. Earlier in our careers we were professionals with McKinsey & Company, Ernst & Young Consulting, and Andersen.

## WHAT WE DO

We help companies achieve dramatic improvement in revenue and profitability, thereby creating significant wealth for owners/operators and other stakeholders.

## HOW WE DO IT - OUR SOLUTIONS

### Revenue Acceleration

We use our "4 Power Accelerators" along with the "2 Platforms" to generate spectacular sales growth:

- Turbo-charge revenue using time-proven models for selecting and managing alliances, channels, and multipliers
- Launch surefire tactics to make the world know and want your product
- Conquer new markets with our "10 Steps to Enter Successfully" program
- Maximize sales performance with the 4 steps to sales success
- Optimize integration of sales, marketing, product, and other functions to accelerate the top line
- Deploy performance management techniques to monitor and drive sales growth.

### Profit Maximization

We analyze the five key dimensions of the company and use our "steps-to-success" to drive amazing results:

- Achieve operational effectiveness and efficiency using our 11 steps-to-success
- Improve profitability by customer and increase customer satisfaction using our Customer Value Creation Model
- Reduce expenses to the minimum needed using our 6 steps program
- Maximize the ROI on your people and assets; have an "earnings-oriented" organization
- Grow revenue profitably using elements of our Revenue Acceleration solution.

### Other Services

- Strategy Development and Execution
- Operational Turnarounds
- Corporate Diagnostic Review (CDR)
- CFO/CIO Solutions
- Private Equity Services
- Due Diligence Review Services
- Post Acquisition Integration Services
- Liquidity Event Preparation - "Getting Ready to GO®"

## ABOUT THE FIRM

We are former several-time CEOs, CFOs, COOs, CTOs, and CMOs. In addition we have served at some of the world's largest consulting firms. Over the years we have provided solutions to all types of companies, public and private, including Fortune 500 corporations, mid-size companies, and high growth start-ups.

## PARTNERS

### Lewis Stanton

Several time CEO, and former COO and CFO of a public company. High impact executive known for rapid transformation of underperforming companies into fast growth stars. Former Big 6 head of capital markets practice in the US Southwest; clients included several Fortune 500 companies. Stanton has completed the UCLA Anderson School Director Certification Program, covering exchange rules, SEC regulations, and best practices in corporate governance.

### Lisa Leight

Former consultant with McKinsey, and Ernst & Young. Former CMO for technology companies. Extensive experience in strategy, marketing, and product management. Stanford BA and MBA, and CPA.

### Jeff Kniffin

Former large company CFO and Big 6 audit manager. UCLA Anderson School MBA in Finance, and CPA. Financial planning and restructuring expert with experience in internal controls and business processes as well as general management and operational efficiency and effectiveness.

## ASSOCIATES

Associates of the firm bring a variety of functional and industry expertise. Our associates have an average of 15+ years of experience.

## PROVEN TRACK RECORD

### Public Technology Company

- Grew high margin revenue 3X in less than 3 years
- Reversed \$10 million annual losses into solid profitability

### Discount Retailer

- Reorganized finance, and related operational areas, for greater effectiveness and efficiency
- Brought company into Sarbanes-Oxley compliance
- Revamped and strengthened strategic planning process

### Financial Institution

- Transitioned from a monthly loss of \$1 million to a monthly profit of \$1 million
- Generated lending volume of \$1.5 billion annually
- Raised \$48 mil in capital

### Enterprise Software Company

- Reduced monthly operating expenses from \$6 to \$1 million
- Led company from cash crisis to EBITDA positive position
- Grew top line by 25%

### Insurance Division

- Developed business strategy and integrated plan for newly created subsidiary of Fortune 500 firm
- Implemented systems and procedures to effectively handle large-scale growth from 50 to 1000 employees

### Collaborative Software Provider

- Led company from minimal revenue, high burn rate and losses to triple digit revenue growth, profitability and cash flow positive position in 18 months

