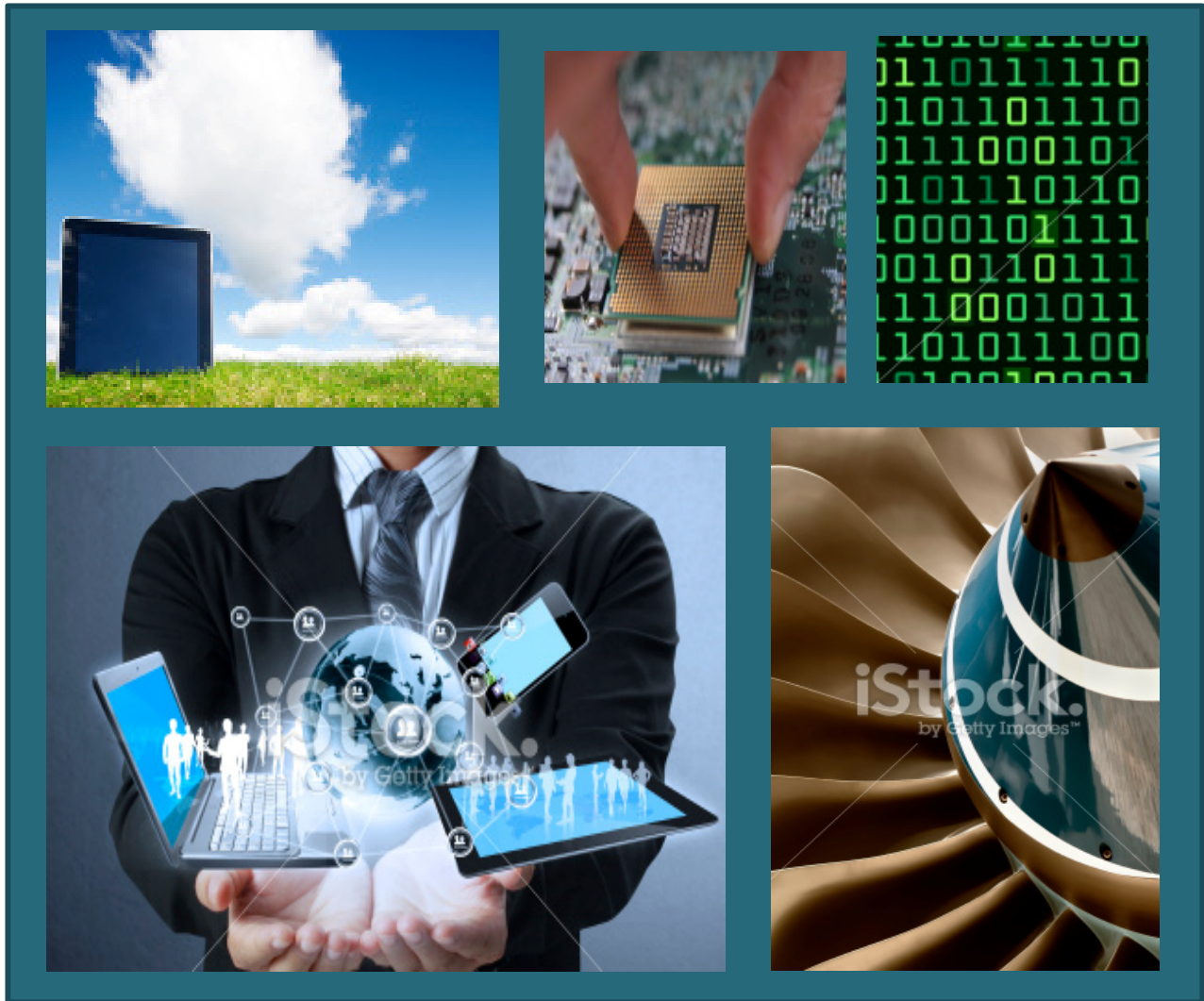


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# Driving Profitable Growth

## for Technology & Media Companies



# Results that count

Stanton Associates professionals are proven business operators. We work with you and your team to:

- Accelerate revenues
- Improve gross margins
- Increase company net worth
- Raise capital\*
- Sell the company\*

•Services provided through our registered broker/dealer alliance partners

Often, companies hire consultants who charge a lot of fees, but don't deliver results. We are so confident in our ability to help companies grow that we put skin in the game. This aligns our interests with yours.

We are willing to tie the majority of our compensation to the value we help create, and we reduce our up-front fees significantly.

Because in the final analysis, it's results that count.

## Our Areas of Expertise

### Sales

- Sales Performance Improvement
- Sales Forecasting
- Sales incentive structure, compensation, & recognition
- Gross Margin Optimization
- Channel development and management

### Marketing

- Branding and positioning
- Demand stimulation and Lead generation including SEO and Social Media
- Sales tools
- Product strategy and pricing
- Market intelligence (including voice of the customer) to provide an innovation feedback loop
- Product roadmap

### Strategy and Finance

- Strategic Business Plan Review and Development
- Market assessment and penetration including new market opportunities
- Profitability Analytics
- Financial Advisory
- Financial Modeling and Forecasting
- Performance Management Systems
- KPIs and Management Dashboards

### Other Areas

- Industry convergence and transformation
- Prospering in the cloud
- Big Data
- Mobile apps



# Who we are

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**Seasoned Professionals** who have served on the executive side of the desk for both public and private companies.

Former positions held: CEO, COO, CFO, Head of Sales, Head of Marketing

**Extensive Background** at some of the world's greatest companies:

McKinsey, Andersen, Ernst & Young, Pricewaterhouse, and Deloitte.

And providing services to companies such as: Microsoft, Sony, MAI Systems, as well as many middle market and early-stage companies.

## Types of Tech Companies We Serve

- ❖ Enterprise Software
- ❖ Hi-Tech Manufacturing
- ❖ Aerospace & Defense
- ❖ Digital Media
- ❖ Telecommunications & Mobile
- ❖ eCommerce

## Practice Leadership

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**Lewis Stanton**

**Expertise:** General Management. Operations. Finance.

**Experience:** Several time CEO



**Lisa Leight**

**Expertise:** Marketing Strategy and Execution. Ecommerce. Sales.

**Experience:** VP Marketing, Strategy consulting

# Selected Projects

## Company

## Challenges

## Results

Enterprise Software Company

Low/declining margins, significant losses, obsolete technology platform

- Grew top line by 25%
- Transformed company from cash crisis to EBITDA positive

Collaborative Software Company

Anemic sales effort, weak marketing and product management functions, failed alliance relationships

- Tripled annual bookings
- Led company from high burn rate to being cash flow positive and profitable

Public Technology Company

Stagnant growth, inadequate marketing efforts, underperforming sales team

- Grew high margin revenue 300% in 3 years
- Took company from \$10 million in losses to profitability

**We are passionate about what we do, and we work hard helping our clients to achieve successes they never thought possible.**

**Challenge us today.**

### Contact

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