

Delivering Solutions for

Growth *and* Profitability



Services

- Driving Profitable Growth
- Operational Turnarounds
- Commercial Due Diligence
- Corporate Diagnostic Review
- Strategy Development & Execution

Our Services

Driving Profitable Growth

We transform the growth engines of our clients, using an integrated approach, drawing from deep expertise in our three practice areas:

Re-energizing the processes, people and infrastructure required for successful sales execution



Repositioning marketing strategies, upgrading execution, and boosting marketing ROI



Using financial analytics to measure and then manage for maximum profitability



Operational Turnarounds

Employing practical assistance, we deliver tactical measures to improve the situation *quickly*, while addressing the factors that unlock future growth.



Strategy Development & Execution

Our balanced approach combines rigorous strategic analysis along with a focus on developing an executable plan to achieve sustainable success.



Commercial Due Diligence

Our team of highly experienced professionals offers strategic and operational expertise, as well as fresh insights. We can uncover surprises – both positive and negative.



Corporate Diagnostic Review

We deliver a rapid, analytical checkup for your company, uncovering the key issues early before they become problematic and identifying opportunities for growth.

Results We've Delivered

Instrument Manufacturer

- Introduced performance management system, increasing accountability for results
- Top line growth initiatives grew revenue by 20%, while rest of industry remained flat

Enterprise Software Company

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

Health Care IT Provider

- Developed and executed restructuring plan across all departments
- Recruited new sales team and rebuilt all marketing processes
- Reduced operating expenses by 50%, resulting in reliable positive cash flow from operations after 5 consecutive years of losses
- Sold company to a Private Equity firm

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

What our clients are saying

“ Stanton Associates helped to drive improvements across the board in the areas of Sales, Marketing, Finance and Operations. This has led to improved gross margins and a strong rebound in sales even as our industry stayed flat. ”

CEO
Instrument Manufacturer

“ Our company was in Chapter 11 and had to quickly demonstrate financial viability or face liquidation. A Stanton Associates professional thoroughly reviewed all facets of our sales and operations and led numerous corrective actions, including the repricing of customer contracts, management policies for our delivery contractors, and rescheduling of production between plants. ”

The resulting EBITDA improvement allowed us to reorganize and exit Chapter 11 and ultimately sell the company to an industry leader.

CEO
\$50M Commercial Bakery

“ Our traditional markets were shrinking and our revenues were stagnant. Stanton Associates was outstanding in helping us identify opportunities for growth both in established markets and by addressing adjacent markets that were a natural fit for our products. More importantly, Stanton Associates partners rolled up their sleeves and worked closely with me to build a detailed go-to-market plan. As a result, we had a credible, executable plan to grow our top line by 100% in the next three years – which was very exciting. ”

Executive Vice President
\$100 million Aerospace Manufacturing Company

“ Stanton Associates led a ground up restructuring of the sales and marketing processes during a critical time in our company's turnaround. They got us on a growth trajectory which led to the successful sale of the Company to a private equity firm. Stanton Associates' depth of experience was evident in our daily interaction and I would gladly work with them again. ”

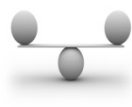
CEO
Health Care IT Provider

Key Elements of Our Approach



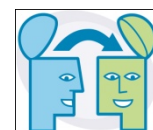
Work alongside your management team

We roll up our sleeves and get to work. As former management team members, we know what it takes to get the job done.



Maintain a balance between strategy and execution

We think strategically, while taking the necessary tactical actions. You don't want to be running fast in the wrong direction.



Build the team's executional capabilities

Develop organizational and individual capabilities that will propel performance long after we leave.

About Stanton Associates

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.

IBM, McKinsey, Andersen,
Ernst & Young, KPMG,
Price Waterhouse

Broad Industry Experience

with sweet spots in:

Technology
Media & Entertainment
Manufacturing & Distribution
Food & Beverage
Business Services
Retail
Consumer Products

Lewis Stanton



Expertise: Business Strategy. General Management. Finance and Operations.

Industry Background: Technology. Manufacturing. Business Services. Media & Entertainment.

Experience: Several time CEO, as well as former COO and CFO of a public company. Former leader on the M&A and Capital Markets teams of Arthur Andersen.

Lisa Leight



Expertise: Marketing. Product Management. Strategy Development.

Industry Background: Business Services. E-commerce. Manufacturing. Consumer Products.

Experience: Former VP Marketing and VP Product Management with software and internet companies. Consultant with McKinsey and Ernst & Young.

Tony Davis



Expertise: Strategic Planning. Corporate Development. Core Business Operations. Integration of Wireless/Mobile Communications & Technologies. Web 2.0/Social Networking/E-commerce Platforms. Cable and Satellite Media Opportunities.

Industry Background: Mobile/Wireless. E-commerce Products. Social & Digital Media and Services.

Experience: Several time CEO/COO/President, successfully helping technology, service and product companies in high growth environments.

Bill Kuehn



Expertise: Finance. Operations. Turnarounds.

Industry Background: Food & Beverage industry including the dairy, bakery, produce and supermarket sectors. Financial Services. Technology Manufacturing. Healthcare.

Experience: Several time CEO, CFO and General Manager. Interim executive in numerous turnaround situations. Consultant with KPMG and Price Waterhouse.

Garry Willinge



Expertise: Asia/China. Conversational Mandarin. Organizational Design. Leadership. Strategy. Executive Management. Corporate Governance.

Industry Background: Technology. Business Services. Manufacturing. Public Sector. Education. FMCG. Property. Retail and Distribution. Energy.

Experience: Director, Global Services, IBM China/Hong Kong Limited – full responsibility for the business development and overall management of the consulting and services business in IBM China/HK Ltd.



STANTON ASSOCIATES LLC
Management Consultants

818.752.6500 t
818.583.1745 f

11271 Ventura Boulevard, #450
Studio City, CA 91604

www.stantonassoc.com
info@stantonassoc.com

*Delivering
solutions for
growth and
profitability*