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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

**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

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

IBM, Andersen, Ernst & Young, PWC, and Deloitte. And providing services to companies such as: Microsoft, Sony, 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

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.

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.

Chris Woodward



**Expertise:** Finance. Operations. Strategic Planning.

**Industry Background:** Media & Entertainment. Financial Services. E-commerce.

**Experience:** Former top executive of a company that includes real estate, retail, media, casino, and brand licensing businesses. CFO to several media & entertainment and E-commerce companies; Corporate Controller and Divisional CFO, New Star Media, Inc.; Audit Manager, Ernst & Young.

# 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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