



CUSTOMatrix™

## CUSTOMatrix™ Overview

CUSTOMatrix™ partners with executives in realigning their organization, its objectives and execution abilities to maximize profit, increase shareholder value, and achieve meaningful organizational success. Through its cadre of seasoned executive level consultants in all organizational disciplines, CUSTOMatrix™ enterprise-wide model provides executive expertise from Board Advisement and Participation to Executive Leadership with both Strategic and Tactical Thinking and Problem-Solving.

With proven track records in their areas of expertise and years of both industry and functional experience; CUSTOMatrix™ C-level executive hands-on consultants provide the “missing pieces” necessary to achieve corporate success.

CUSTOMatrix™ consulting services provides a total organization approach to business success.

### Strategic Services

#### *Bridging Strategic Thinking with Just Make it Happen Execution*

CUSTOMatrix™ Strategic Services provide a balance of strategic thinking and a sense of urgency to “just make it happen” quickly and efficiently.

- ▶ Immediately assess business situations
- ▶ Quickly develop and execute plans of action
- ▶ Operate with a balance of strategic thinking and sense of urgency
- ▶ Application of industry best practices
- ▶ Access to cross functional talent to address cross functional issues
- ▶ Focused leverage to break through stagnant growth and profitability inflection points

### Marketing Services

#### *Quickly and Effectively Respond to Change*

CUSTOMatrix™ marketing experts’ help companies develop and implement highly effective strategic marketing initiatives.

- ▶ Clearly articulate a clear vision and mission
- ▶ Craft an attention getting marketing message
- ▶ Develop compelling marketing materials
- ▶ Gain consistent market visibility
- ▶ Clearly define target markets
- ▶ Implement effective marketing programs
- ▶ Understand the competitive landscape



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## Financial Services

### *Managing Corporate Risk*

- ▶ Measureable improvement in enterprise valuation
- ▶ Maximization of cash and cash equivalents
- ▶ Creation of a professionally managed treasury function
- ▶ Sophisticated analysis of enterprise-risk, with emphasis on increasing profitability and value
- ▶ Improvement in the management of financial statement, management, and metric-based reporting systems
- ▶ Creation of a more productive partnership between management and Finance in the preparation and performance-measurement of the strategic plan

## CIO Services

### *Maximizing Corporate Value and Managing Rapid Growth through Strategic Technology Investments*

CUSTOMatrix™ IT services drive clients' market leadership by ensuring IT investments are aligned with business strategy.

- ▶ Seasoned IT leaders and project managers
- ▶ Enterprise experience with an SMB focus
- ▶ Executive suite temperament with hands-on capability
- ▶ Business process savvy
- ▶ ERP systems fluent
- ▶ Proficient with 21st century technology

## HR/OD Services

### *Managing Your Most Valuable Asset*

CUSTOMatrix™ Human Resources and Organization Development specialists partner with your executive team to design and execute powerful strategies for unleashing the human potential within your organization.

- ▶ Move beyond compliance to leveraging the market potential of a diverse workforce
- ▶ Increase retention of valuable employees
- ▶ Build a positive image in diverse markets
- ▶ Develop a leadership mind-set
- ▶ Build a high performing collaborative work place
- ▶ Ignite innovation
- ▶ Enhance senior and middle management's ability to successfully lead change
- ▶ Increase your leadership "bench strength"
- ▶ Create buy-in among the senior leadership team