

What are your goals?

choose

v

How do you get there?

choose

v

CONTINUE 

# IGN *Impact Growth Now*

Fractional CEO, VP Sales, Mergers and Acquisitions

# The Problem



## Lack of resources

SMBs have fewer employees, lower budgets, and less time than larger companies, limiting their ability to focus on strategic growth.



## Lack of expertise

SMBs often lack specialized skills in areas like Strategy, Sales direction/management, Mergers & Acquisitions.



## Lack of Time

SMB owners are often too busy with day-to-day operations to focus on anything beyond keeping the train on the tracks.

These challenges make it harder for SMBs to expand their customer base, increase revenues, scale up operations, and take advantage of time sensitive opportunities.

# The Solution

## Fractional CEO, VPS, M&A



### - Cost-effective

Access skill sets and talent that SMBs cannot afford on a full-time basis. Pay only for the expertise you need, when you need it.



### - Flexible & Experienced

Scale your team to meet challenging business needs and opportunities. Access top talent. Get a highly skilled executive without the long hit-or-miss hiring process.



### - Objectivity

Unlike employees, fractionals have no incentive to push anything that does not align with Ownerships goal.

Using fractional executives provides important benefits over traditional hiring by giving you access to talent and expertise on-demand.

# IGN Expertise



## CEO

IGN has experience from startups to division leadership of public companies. Strong focus on strategic leadership and measurable oversight help.



## VP Sales

Drive sales process and revenue growth through sales leadership and coaching. IGN can help organizations create a manageable, measurable, sales process that can be sustained post engagement.



## M&A

Develop and execute M&A strategy to support business growth. IGN will help with long-planned and opportunistic acquisitions and divestitures. IGN has been involved in over 30 successful transactions.

Leverage fractional executives to fill leadership gaps and drive growth without the cost of full-time hires.

# Management Approach



## Clear expectations

Clear goals and measurable objectives



## Frequent check-ins

1-on-1s with each direct report to provide feedback

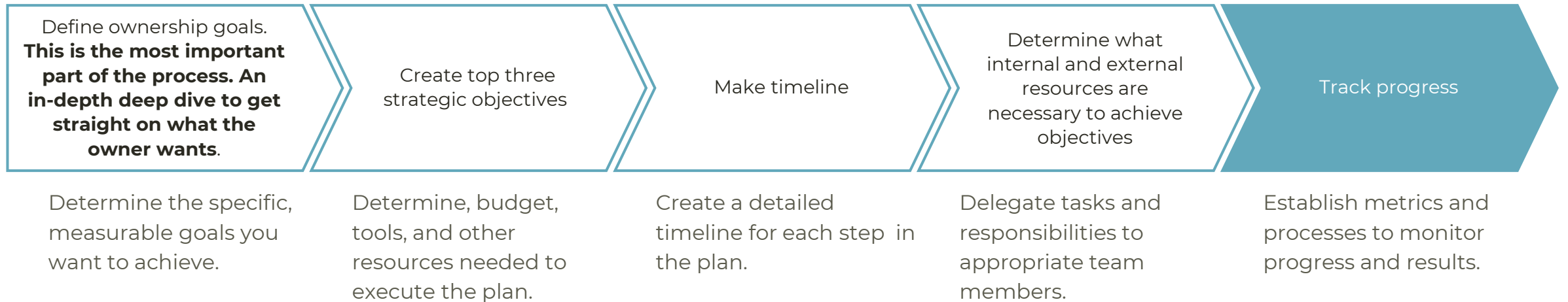


## Trust

No hidden agendas. No sacred cows. Honest direct executive to executive feedback.

With clear expectations, frequent check-ins, and trust, Owners can effectively achieve their goals and objectives without long-term high-cost commitments.

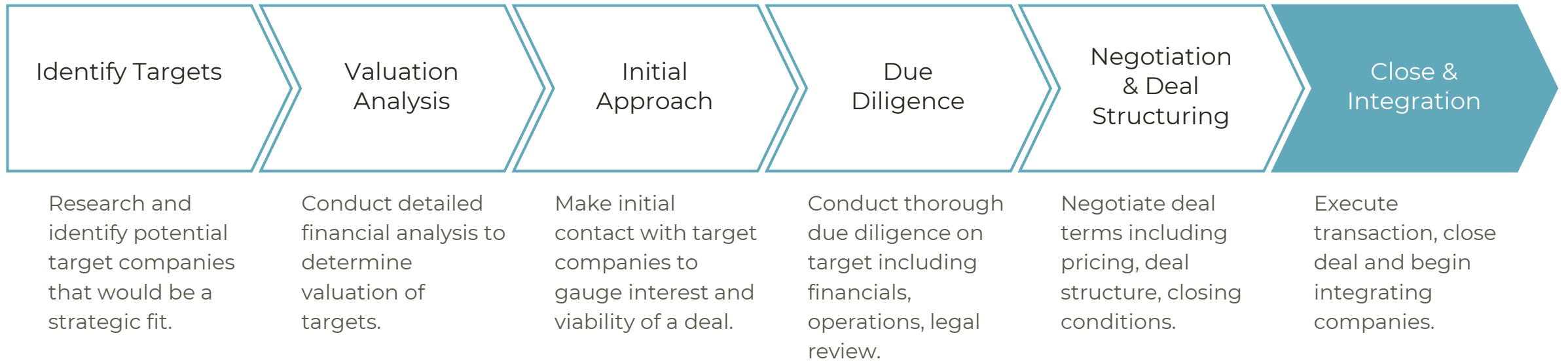
# The Fractional CEO Strategic Assessment Process



# The Fractional VP Sales Process



# The Fractional M&A Process





# Conclusion

Impact Grow Now LLC provides flexible, fractional executive expertise to help SMBs achieve their business goals and objectives while creating the infrastructure to sustain the process when IGN's engagement is complete.



# Next Steps



## Intro meeting to assess needs

60–90-minute meeting to gauge fit, discuss goals and objectives, review challenges, and define ownerships desired outcome



## Proposal

Based on the intro meeting present a proposal outlining the engagement, timeline, and investment



## Onboard and align

Once the proposal is signed, have an alignment meeting to onboard, align on goals, and plan.

With the intro completed, IGN can move forward with a customized proposal and engagement plan to achieve your goals through fractional leadership.

# David A. Mac Isaac

Impact Growth Now

[davem@impactgrowthnow.com](mailto:davem@impactgrowthnow.com)

617 590 7357

- Growing businesses by multi-million dollars in revenue
- Improving bottom-line profitability
- Driving organic growth
- Completing M&A transactions
- Integrating acquisitions
- Re-engineering operations
- Turning around companies

# Bottom-Line Improvement



Turned around \$1.6M EBITDA loss into \$2.5M positive EBITDA in 36 months

Transformed company from losing money to profitability through restructuring and growth initiatives

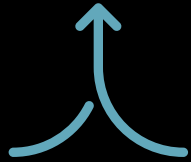


Restructured business losing \$1M/week into \$10.5M positive EBITDA in 36 months

Implemented changes to greatly improve profitability of struggling business

Successfully implemented strategies to turn around losses into profits and significantly improve EBITDA

# Operations Re-engineering



## Integrated 37 separate acquisitions

Integrated 37 standalone acquisitions into one business



## Outsourced manufacturing

Anticipated growth and outsourced manufacturing to Thailand and Romania



## Installed remote monitoring

Installed remote monitoring on vending machines allowing operational reorganization

Leveraged acquisitions, outsourcing, technology and process improvements to significantly improve operations

# Organic Growth



Grew start up from zero revenue to \$3M run-rate in 30 months

Rapidly scaled a startup company from no revenue to \$3 million in annual recurring revenue in just 30 months



Built from scratch a 75 person sales team across the US and Canada

Hired and trained a 75 person sales team to support national expansion across the United States and Canada



Grew revenue from \$2.5M to \$23.5M revenue in three years

Led strategic initiative to reposition sales direction to leverage large end users to drive 3rd party distribution compliance.

Successfully grew startup and sales team, increasing sales revenue significantly in a short period of time

# M&A Experience



Completed 30 acquisitions and  
6 strategic divestitures

Experience acquiring and divesting  
businesses to drive growth and focus  
operations



Completed sale of family business  
to Staples

Managed transition of family business culture  
into large corporate structure through  
acquisition



Successfully transitioned  
partner buyout

Orchestrated and managed complicated  
partner buyout so the operating owner  
could grow the business and be fully  
rewarded for the effort

Extensive M&A experience driving transactions to support business growth and transitions

# Consulting Experience



## Reorganized Bidding process

Reorganized bid processing allowing for a doubling of opportunities



## Facilitated acquisition

Negotiated acquisition of 100% of the business from a non managing partner



## Positioned for acquisition

Worked with companies to position them to maximize value with potential PE firms

Recent consulting projects demonstrate expertise in operations, M&A, and positioning companies for growth and acquisition