



WESTOVER
STRATEGIC ADVISORS

PROVIDING
C-SUITE ADVISORY
SERVICES ACROSS



FINANCE



MARKETING



HUMAN
RESOURCES



INFORMATION
TECHNOLOGY



SOCIAL
RESPONSIBILITY



NOT-FOR-
PROFIT

OFFICES



Richmond, VA



Fairfield, CT

Tough Questions CEO's are asking their C-Suite Executives

CHIEF FINANCIAL OFFICERS

- Do we have the appropriate metrics and KPI's in place to track and manage performance?
- How do we increase profit margins and EBITDA?
- What are we doing to enable growth in a stalled economy without taking on increased levels of risk?
- What management accounting systems should we use for our size company?
- Are we using all practical measures to protect the Company's assets?
- Are we telling a compelling story to the investment community?
- How do we get access and introductions to a network of strategic partners, banks, VC & PE firms?
- Do we need to update or fine tune our investor pitch deck?
- Do we need to have a "Waterfall Model" in place that shows how proceeds are distributed among shareholders in the event of a sale?
- At what point do we need to have an exit strategy in place for our company?

CHIEF MARKETING AND SALES OFFICER

- Where do we stand relative to our competitors?
- Do we have a 2-3 year product roadmap?
- What is the sales cycle between our initial contact and close? What are we doing to accelerate it?
- How effective is our sales leadership in making the sales function a repeatable process and not a collection of individual relationship managers?
- When we win, why do we win?
- When we lose, why do we lose and to whom?

EXPERIENCED RESOURCES

WHEN + WHERE YOU NEED US

info@westoverstrategy.com @

(877) 816-8874



Questions CEO's should be asking if your company is focused on accelerating growth, improving margins and obtaining capital

CHIEF INFORMATION OFFICERS

- Are our data and information systems truly secure?
- Are we missing opportunities to integrate our systems?
- Are we doing everything we can to use technology to enhance the customer experience?
- Are we focusing on deploying IT resources efficiently?
- How can we harness IT to help grow the business?
- Where are we vulnerable from a technology point of view?

CHIEF PEOPLE OFFICER

- What are we doing to ensure that we have the right talent as our strategy and business objectives evolve?
- What are we doing to ensure that our talent management practices drive desired business outcomes?
- Do we really know what drives the high performance organizations?
- How can we become a more socially responsible company?
- What are we doing to manage diversity in a global and demographically diverse workforce?
- What are we doing to develop and increase the talents of our employees?

ABOUT WESTOVER STRATEGIC ADVISORS

Westover Strategic Advisors is a boutique consulting and advisory firm that provides experienced C-Suite professionals to deliver strategic and operational consulting services. Each consultant brings 20+ years of operating experience as CFOs, CMOs, CHROs or CIOs to a diverse client base and work with all industries & company sizes including VC backed, early stage start-ups. We have a proven track record for delivering results for companies that need specialized senior executive experience but can't justify a full-time employee. Our scalable model combines operating expertise with flexibility and agility. We deliver business services custom-tailored to address the specific needs of each of our clients. We have offices in Richmond, VA and Fairfield, CT.