



**For Immediate Release:**

For More Information Contact:

Bob Baskin, 804-690-1300

[Bob.Baskin@westoverstrategy.com](mailto:Bob.Baskin@westoverstrategy.com)

## **During and After the COVID-19 Crisis, CEOs and Owners of Small and Medium size business will Need Strategic Help to Address Their Financial and Growth Challenges**

**Richmond, VA (April 28, 2020)** – “How are we going to survive -- as a business -- following the worst health crisis in modern American history?” CEOs for large-, mid- and small- sized companies are asking themselves that question -- every day. After dealing with their corporate and personal health concerns -- along with the nation -- CEOs in every field are contemplating the way forward during and after the current crisis.

A solution to the question and a way forward lies with Westover Strategic Advisors, LLC an eastern US strategic business consulting group based in Connecticut and Virginia. “We provide senior business advisory and fractional hires in finance, marketing, human resources, information technology and social responsibility,” said Joe Herbert, Managing Director of Westover Strategic Advisors. “In these unprecedented times for extreme revenue loss, layoffs and workplace challenges; our consultancy and short-term hires are the right fit and experience for limited resources.”

Westover’s seasoned CPAs, MBAs, HR, technology and marketing professionals can bridge the gap from this “crisis level” environment of business interruption, revenue declines, public and private financing options, and staffing challenges; to a “recovery path” based on tested and proven leadership. “Many CEO’s and managers are facing a ‘start over’ mentality and serious business challenges even before an economic revival -- whenever that is,” said Joe Herbert. “Westover’s advisors excel at building the management team’s strengths in the short term to take advantage of growth opportunities in the ‘new normal’ to come.”

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### **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. We help CEO’s and management teams address their most critical issues around obtaining capital, entering new markets, increasing revenue and improving margins. Our flexible scalable model allows us to provide a range of services to nimbly address the specific needs of each of our clients. Each consultant brings 20+ years of operating experience as CFOs, COOs, or Controller’s to a diverse client base and work with all industries & company sizes including VC backed, early-stage start-ups.