



# WESTOVER

STRATEGIC ADVISORS

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PARTNERING WITH YOU  
TO ADDRESS BUSINESS ISSUES  
AND ACCELERATE GROWTH

# How can CEO's of small to medium size companies position themselves for recovery during the COVID-19 Pandemic?

- The path to the next normal is uncertain and will differ for each company. There are ways, however, to prepare for the transition.
- The U.S. Chamber of Commerce reported, “Forty-three percent (of small business owners surveyed) believe they have less than six months until a permanent shutdown is unavoidable. Nearly half of small businesses (46%) believe it will take the U.S. economy six months to a year to return to normal.”
- For many CEO's and business owners, the coronavirus pandemic will be a life-changing event. Even if you are not impacted by the disease itself, the upheaval caused by the virus will have a profound effect on many people's lives. Never before, except in wartime, have whole industries shut down and consumer demand dropped so dramatically.
- The economic implications are highly uncertain.
- For company owners and CEO's, the priority is to keep their employees and customers safe, even as their firms face serious issues and operational disruptions. We believe those companies that focus on future planning for the next 1-2 years are likely to emerge faster from this crisis than others, and be more resilient.
- Given that the only thing business leaders know for sure is that the future is uncertain, they would do well to consider a range of scenarios. Thinking now, with imagination and an open mind, about their future strategic posture will put them in a superior position to respond.

# How Westover Strategic Advisors can help to address your financial and growth challenges

- We have a team of seasoned team of successful C-Suite executives – ready to step up and help.
- We've been in the trenches and in the boardroom. We bring years of practical working experience to help our clients tackle both strategic and operational business challenges.
- We've walked in your shoes and we understand what you're going through. We have deep and broad experience in creating and executing upon business models of all kinds. We have a keen sense of what works in the marketplace and what doesn't. Many of us have MBAs or PhDs from top schools. We also have experts in finance, financial modeling, capital raising, market research, competitor research, technology, and much more.
- Visit our website to review bios for all of our consultants [www.westoverstrategy.com](http://www.westoverstrategy.com)

## 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. Each consultant brings 20+ years of operating experience as CFOs, CMOs, or CTOs to a diverse client base and work with all industries & company sizes including VC backed, early stage start-ups. The company has offices in Richmond, VA and Fairfield, CT.



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# CONTACT US

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