



Strategy Leadership On-Demand Federal Contractor

Company Profile

- Background investigations
- Federal contractor
- \$10+ million in revenues
- Service based, woman owned

Position/Timeframe

- Interim VP of Strategy
- 2.5 days/week, 5 months

Situation

- Company was looking to expand its business through different product positioning and new market offering
- Recent acquisition allowed for product offering to military health market
- Currently an outsourced personnel company but seeing a trend in federal government insourcing
- Needed to grow business in an upward trending area
- Needed assessment of portfolio offering and potential target markets

Implementation

- Performed analysis on internal offerings and surveyed against current state of the market
- Created business case to close the identified gap above
- Determined it would cost a couple of million dollars to get product to competitive level in already saturated market
- Delivered full presentation with all discoveries and recommendations

Results

- Saved company a couple of millions dollars to avoid bringing product to an already saturated market
- Introduced them to a company within interim's network that is already a market leader creating an opportunity to enter in an alternative way
- Started strategic discussions for potential partnership



Reduced risk of entering saturated market



Avoided multi-million dollar market entry mistake

Increased success with potential partnership

