

Stratford Managers Capabilities and Services

What Are Your Business Challenges? Stratford Managers Can Help

AS A SENIOR EXECUTIVE, what keeps you up at night? Whether you are an early stage company grappling with volume commercialization, an established corporation targeting new markets or a business growing through M&A, without the necessary experience and resources, you're facing more risk than you'd like. When everyone is working harder but the business is just not responding, it is time to get outside help.

Stratford Managers Corporation helps senior executives achieve better results both individually and for their businesses. Unlike traditional management consulting firms, Stratford's operationally accomplished senior managers provide hands-on implementation and operations plus ongoing advisory services that deliver results. We are accountable for the success of your business, giving you the straightforward advice and solutions you'd expect from colleagues who themselves have sat in your chair. We quickly become virtual bench strength that senior managers can confidently draw upon as circumstances demand. Working side-by-side with your management team we provide continuous coaching so they are prepared to operate at a higher level.

Since business challenges frequently involve multiple functions within an organization, Stratford brings to bear the necessary combination of expertise. A seasoned functional executive serves as the engagement prime with each client plus we provide the necessary multi-disciplinary skills to most effectively meet our client's objectives. Our services address the following functional areas.

Corporate Strategy

Accelerate shareholder value through revenue growth and increased profitability. When CEOs are effective, organizations have strategic clarity and better operating practices. Stratford Managers works at the most senior levels to clarify corporate objectives, address organizational issues, review management and delegation techniques, assess business review practices and improve operations. Our services include:

- CEO Mentoring
- Business Planning
- Strategy
- Execution
- Special Projects
- Interim CEO Services

Capabilities and Services

Sales

Sales strategy cannot be learned from a textbook. Stratford solves real world sales challenges by drawing on years of global sales, strategic account management and channel experience. Our services include:

- Sales Capability Analysis
- Revenue Acceleration
- Sales Force Optimization
- Forecasting and Planning
- Strategic Account Management
- Channel Management
- Executive Sales Coaching
- Interim Sales Management

Marketing

Draw upon our experience to accelerate revenues and improve marketing return on investment. Working side-by-side with your team, we provide coaching to ensure that they operate at a higher level. Our services include:

- Marketing Strategy and Planning
- Value Proposition Development
- Product/Market Launches
- Demand Generation Programs
- Branding and Awareness Building
- Executive Marketing Coaching
- Interim Marketing Management

Finance

Our experience in financial operations and transactions sharpens thinking and addresses key issues. We drive special projects or fill a temporary gap in the executive team. We also work with corporate stakeholders to clearly define strategic initiatives and ensure credible operating plans. Our services include:

- Financial Operations
- Controls and Compliance
- External Financing
- Mergers and Acquisitions
- Restructuring
- Virtual/Interim CFO

Intellectual Property Management

Intellectual Property is a company's essential asset. Stratford develops strategies to optimize your IP portfolio and foster an innovation-minded culture that reduces risk and increases R&D return on investment. Our services include:

- Develop Effective IP Policies
- Strengthen Patent Portfolio
- Develop Customized Filings
- Competitive Intelligence
- Patent Validity and Infringement
- Searches
- Assist with Licensing

Traffic Engineering

With Stratford, you gain access to over 22 years of traffic engineering experience. Our services include:

- Analyze Network Efficiency
- Develop Simulation Models
- RFP Support
- Product Architecture Design
- Solutions for New Applications

The Stratford methodology, derived through decades of collective senior management experience in innovation-based businesses, is grounded in proven management practice. We build long term relationships with our clients to accelerate their progress through the unique challenges of business growth.

If you want to take the performance of your business to the next level and are looking for experienced managers to help, please contact Stratford Managers today for a no obligation consultation.

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