



Partnering with Clients to Drive  
Sustainable, Profitable Growth



# Profile

## Who We Are

The CXO Advisory Group is a strategic operations, advisory and management firm comprised of proven C-level executives, each with over 20 years of leadership experience.

CXO Advisory Group's professionals have achieved success across a broad array of industries, and positions ranging from: President/CEO to COO, CFO, and VPs of Sales, Marketing, Corporate Development and Human Resources. Their experience includes leading efforts to solve a broad spectrum of Operational, Financial, Marketing, Sales and Organizational issues, critical to both early-stage and under-performing companies:

## Operational Expertise

Includes but is not limited to:

- Strategic assessment
- Strategic planning
- Operational improvement/reengineering
- Organizational design & rightsizing
- Working capital improvement
- Market Assessment
- Marketing and sales management
- Customer care operations
- IT product/services architecture
- Geographic expansion
- Strategic alliances & partnerships
- Mergers, acquisitions and divestitures

CXO Advisory Group, working in partnership with our clients and business stakeholders, creates and drives dramatic, measurable improvements in the performance and value of businesses. Our clients include:

- *Investment funds* looking for specialized industry/operations knowledge or interim management for their portfolio companies
- *Boards of directors* looking to diagnose under-performing businesses and implement a plan for improvement
- *Corporate CEOs, COOs, CFOs or Divisional GMs* requiring assistance to improve operational performance and marketing/sales effectiveness.

CXO Advisory Group's team of professionals brings significant operational and financial capabilities from direct experience in senior management roles. Our services include:

- Review and assessment of Financial Performance, Strategy, Operations, Products/Technology and Marketing/Sales.
- Development and implementation of short and long-term strategic plans that drive sustainable, profitable growth and measurable improvement in the performance of the business, while increasing stakeholder value.
- Development and execution of "fix and/or divest" plans for non-core businesses of medium to large enterprises.
- Assisting emerging companies in enterprise scale-up, new market entry or business launch as well as mentoring managers who may lack stage-specific experience.

## ***What Sets Us Apart***

Being staffed with experienced business leaders, who possess in-depth knowledge in a broad spectrum of industries and situations, CXO Advisory Group professionals are focused on providing results. To us, an assignment is not over when we provide a client with recommended solutions to their problems, or approaches to be followed to achieve the desired growth.

We work with the client to assure that our suggestions are understood, that they are being implemented properly and most important, that the projected results are achieved, or preferably, surpassed. In those few instances where the desired results are not produced, we work with the client to determine the cause, and then realign the strategy or approach to correct the problem. For our professionals, the results are far more important, than the recommendations.

## ***Industry Expertise***

The professionals of the CXO Advisory Group have in depth experience in a broad spectrum of industries, including:

- Manufacturing
- Industrial and automotive products
- Consumer electronics
- Consumer packaged goods
- Professional and financial services
- Publishing and media
- Computer hardware and software
- Internet and e-Commerce
- Information technology/data services
- Telecom equipment & services
- Wireless

## ***Team Roles***

CXO Advisory Group professionals typically work for a firm's board, top management or investors to create and implement a growth strategy or operational initiative; that includes the following:

### *Business Assessment*

- Financial, Operational, Organizational and Market

### *Short-Term Development*

- Business stabilization, if required
- Create or realign plans, establishing timetables, milestones and financial projections
- Implement Operational improvements – best practices
- Creation of a customer centric environment
- Organizational development and management mentoring
- Drive incremental revenue and profits

### *Long-term Growth*

- Market and customer segmentation
- Product and market planning
- Geographic expansion
- Strategic alliances/partnerships
- Acquisitions and Divestitures

CXO Advisory Group personnel are also available to assume interim management roles as part of the revitalization or growth initiative.

# Management Team

## Steve Davis - Managing Director

Steve has 28 years of experience as a senior executive, including COO and CMO roles with P&L responsibility in the computer, software, consumer electronics and Internet industries. He has successfully built, managed, and restructured numerous sales and marketing organizations and introduced over 300 new products into various industries.

Steve is an industry pioneer whose visionary marketing and sales strategies were instrumental in the introduction of two PC industry milestones, the ATARI home computer and Corvus' OMNINET, the industry's first true local area network.

In 1989, he founded the Davis Management Group, a company whose proprietary sales management and marketing methodology promoted rapid growth in revenue and profitability for its clients. Steve is an executive, strategist and creative problem solver who conceives, plans and implements new business practices to produce measurable improvements in market position, revenues, profit and shareholder value. His clients have included The Canadian Government, Apple Computer, ATT, Lotus, Symantec, Hitachi, and Kubota.

Prior to Davis Management, Steve spent 15 years in senior level positions at major corporations including Qualogy, Corvus Systems, Atari, IBM and GE. Davis is active with many groups that support entrepreneurs and served on the executive board of the WPI Venture Forum. He is a frequent speaker and prolific writer on marketing and sales topics. Davis has given speeches at some of the nation's leading business and technology forums and his articles have appeared in a variety of engineering and IT business publications.

Steve holds an MBA, as well as an MS and BS in Computer Engineering from Syracuse University.

## Ronald Goldberg - Managing Director

Ron's 30 year career has included operational leadership roles in companies ranging from the Fortune 500 to high technology start-ups; as well as directing companies in transition to maximize market penetration, profitability and shareholder value. Ron's industry experience ranges from: automotive OEM, graphic arts, plastics and engineered industrial products, to life sciences, data collection and e-commerce.

His accomplishments with companies in transition include acting as COO for a manufacturer of automatic identification and computer networking products where he increased profitability and shareholder value by 90% and generated \$50 million in new business, within 12 months.

Earlier, Ron was recruited back by a \$500 million manufacturer where he instituted technical, marketing, operational and financial changes that nearly tripled revenue and profitability, and established the company as the global market leader.

Other successes include directing the return to profitability of a \$75 million supplier of textile products, and transforming a \$100 million distributor of consumer goods from a price-driven supplier to a customer-driven market leader. In the later case, he increased revenue by 23% and led the company from an operating loss to profits of 11% pre-tax.

Ron's success in the commercialization and marketing of advanced technologies ranges from the creation and leadership of highly successful new ventures for Avery Dennison and Scott Paper, to having CEO responsibilities in several early stage and middle market companies. In total, the new ventures or new companies he led generated in excess of \$500 million in revenue and over \$60 million in EBITDA, during his tenure.

He holds both an MBA in Marketing and a BS in Accounting from the Rochester Institute of Technology.

### **Hal Yaeger** - Managing Director

Hal has 28 years of experience in senior executive positions in Fortune 1000 companies including AT&T and CelluarOne, as well as President and CEO roles in middle market companies in the telecom, financial services and digital media industries.

Prior to joining the CXO Advisory Group, Hal was the President and CEO of an e-commerce firm that addressed the trading needs of the broker/dealer community and financial Institutions.

Hal has served as a consultant to two Chairmen of AT&T on the convergence of telecommunications, software products, and services applications associated with both business and consumer enterprises.

During his tenure with AT&T, Hal received the State of Israel's Trade Stimulation Award, for his success in creating and managing a \$100 million, two-year nationwide telecom network infrastructure upgrade and expansion project.

Hal holds and MBA, in Management, from Case-Western Reserve University, and a BA, in Socio-Economics, from Ohio State University.

### **Richard Pacheco** - Managing Director

Rich has 24 years as a strategic senior human resources executive with global experience. Most recently he was Vice President of Human Resources for Bertelsmann A.G. Rich has held senior human resources positions across the retail, consumer, and manufacturing industries.

Some of his significant accomplishments include: building competency models to raise the level of performance while reducing turnover; developing creative benefit programs which reduced one company's operating costs by \$12 million; and developing succession-planning programs that identify and track high performance individuals through a state of the art Human Resource Information System.

His global experience includes Asia, Europe, Middle East, Latin and South America. Rich brings strong capabilities in coaching and advising executive teams to ensure a focus on vision and values, while assisting in the development of programs to optimize business performance. He is experienced in managing costs of human resource programs in start-up, turnaround and high growth operations.

Rich has a BS in Business from Providence College and an MBA in Finance from Wilmington College.

# Partial Client List

Members of the CXO Advisory Group have served as advisors, corporate officers, consultants, interim executives and change agents for a broad variety of organizations spanning multiple industries. Below is a partial list of companies that have benefited from the expertise of our managing directors.

- 1COM, Inc.
- Adams Media Corp.
- Accu-Time Systems
- Apple Computer
- Ask Me Multimedia
- AT&T
- BBN Planet (GTE Interactive)
- Bertelsmann A.G.
- Canadian Government
- Coral Graphic Services, Inc
- Culpeper Inc.
- Crossroads Business Venture Development
- Dynamic Graphics Inc.
- eSTORIT.com
- Edsun Laboratories, Inc.
- Hitachi Data Systems
- Ironics, Inc.
- InterGame
- Kubota
- Liberty Optical
- Lotus Development
- OPCODE, Inc.
- OPUS Systems, Inc.
- Opthamology Interactive
- OTC Corp.
- Message Secure
- Midas Vision Systems
- NuLogic Inc.
- The Penn Companies
- Phoenix Technologies, Inc.
- Qualogy, Inc.
- Silicon Valley Bus Company
- StrateCision, Inc.
- Strawberry Tree Incorporated
- Symantec

# Contact Us

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