

CASE STUDY

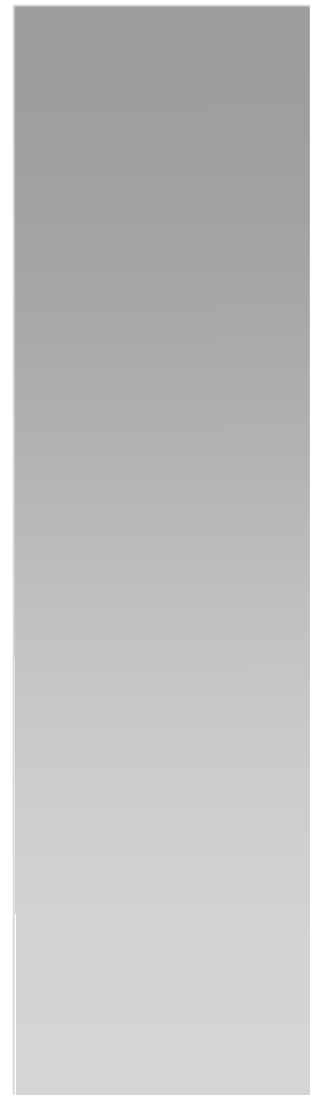
## Interim COO Brings Experience to Drives Key Initiatives



**Problem:** A marketing technology and services firm lacked the executive-level bandwidth to lead key initiatives and the financial resources to afford a full-time COO with the necessary expertise.

**Solution:** Progility Partners provided a Chief Operating Officer on a fractional retainer basis who is well-versed in marketing technology and services companies. As a core part of the executive team, the interim COO led key initiatives including launching a major product, redesigning the organizational structure, implementing management controls, building financial models, refining the business model, building the operating plan, negotiating all aspects of a strategic acquisition and raising investment capital.

**Result:** Over the course of a year, the client has radically transformed and matured their business while paying a fraction of the typical full-time costs for an experienced COO.



---

**Progility Partners**

3605 Sandy Plains Road, Suite 240-474, Marietta, GA 30066

Toll Free: 1-8PROGILITY (877) 644-5489

Email: [info@progilitypartners.com](mailto:info@progilitypartners.com)