

CASE STUDY

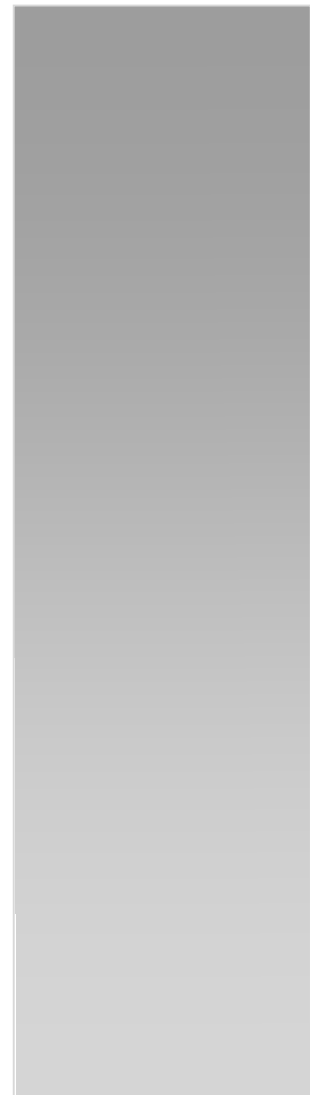
## Interim COO Brings Experience to Drives Key Initiatives



**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.



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