

CASE STUDY

Urgent need for sales & marketing focused org design consultant

INDUSTRY: Technology - Software

BUSINESS TYPE: B2B

CHALLENGE

A PE partner came to us with an urgent need for a boutique sales consulting group that could perform a sales diagnostic for their software portfolio company and help with org design for the company's sales and marketing functions. With the head of marketing no longer at the company, the firm was looking to reset the sales and marketing function to improve growth. They needed someone to come in, assess the current sales and marketing function, identify what channels they should be focused on, and then give them guidance on how to build the department and who to hire in order to achieve growth. The firm needed this guidance as soon as possible, and were ideally hoping it would come from someone with past marketing experience, and M&A expertise.

SOLUTION

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade org design and consulting needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of specialized boutique consulting firms that uniquely meet the private equity standard. We interviewed the PE firm to understand their specific key criteria, and then connected the client with the select pre-vetted groups and independent consultants from our invitation-only Intelligent Network that fit their exacting needs.

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RESULT

Within 24 hours of the initial scoping call, the PE firm and portfolio company were introduced to three select PE-grade org design consultants that specialized in organizational design & assessment for sales and marketing functions in software companies. The client selected their ideal choice and the firm was able to confidently build out a hiring plan that would allow them to reset their sales and marketing functions and achieve growth thanks to the work of the provider we connected them with.

“ Thanks to BluWave’s help, we were quickly connected to the exact niche consultant we needed that met all of our key criteria.

-PE Partner