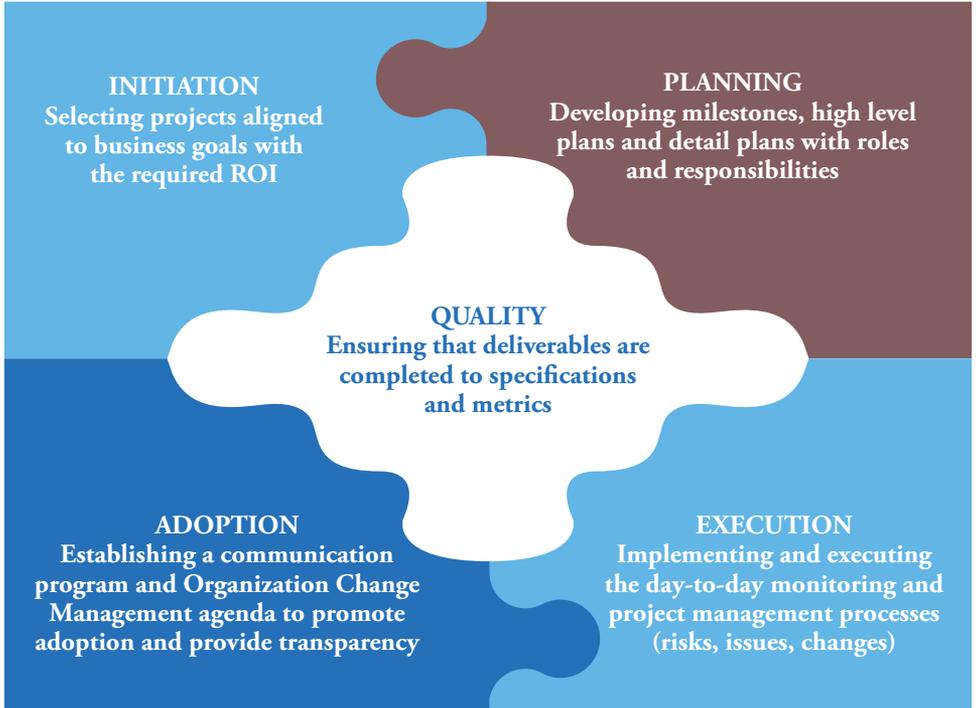


The Growth Strategy Group partners with clients to manage or co-manage projects and programs. Recent research by The Standish Group indicates that the top three causes of project failure are: lack of user involvement, lack of executive sponsorship, and lack of clear business objectives.

Our approach, tools, and techniques are right-sized to the scope and complexity of your project to avoid these failure points. From project justification and selection through monitoring progress and closing the project with appropriate shutdown processes we can support your teams toward successful project completion.

Our processes support the project management phases: Initiate, Plan, Execute, Monitor and Close with appropriate risk management, adoption, scope management and change control, issue management, communication and development frameworks. We believe in a high degree of transparency and accountability for all from executive sponsors to team members and stakeholders.

We will team with you to help enhance and refine your project management capabilities regardless of your level of project management maturity.



---

## Who We Are

The Growth Strategy Group was founded in 2007 by Marianne S. Hewitt following a 20 year career as a corporate executive and consulting leader serving global and mid-size businesses. Recognizing the incredible power of marketing and sales technologies to drive growth, Marianne and her partners work with CMOs and their teams to implement marketing programs that drive customer engagement and demand generation through prudent application of marketing technologies.

We are a group of executive consultants passionate about helping businesses reach their growth potential.

The value proposition to you:

- Deep expertise and thought leadership
- The experience to lead . . . or follow
- Hands-on approach to get the right things done quickly
- A pragmatic alternative to strategy and implementation consultancies.

---

## What We Do

The Growth Strategy Group works with marketing, sales and technology leaders to establish marketing to sales solutions that drive organic growth and show real return on marketing investment.

Our services include:

- Actionable marketing/marketing technology strategies
- Evaluation and selection of marketing to sales technologies
- Implementation of the leading marketing to sales technology solutions
- Marketing and sales transformation and alignment
- Digital marketing maturity assessments
- Segmentation strategies and personalization
- Program management of digital transformation initiatives

---

## How We Do It

Our exceptional implementation skills will engage your organization and facilitate real change resulting in increased productivity and improved effectiveness. We are skilled in crafting implementation roadmaps that deliver capabilities timed to self-fund future investments.

We are your thinking and implementation partners.  
We are vested in your success.

**The results:** • Increased sales • Loyal customers • Profitable **GROWTH ACHIEVED.**