



STRATEGIC MARKETING CONSULTING



PRIVATE EQUITY

Strategic Thinkers with a Bias for Results

CMG Partners is a strategic marketing consultancy dedicated to identifying, activating and accelerating revenue growth. From strategy, through implementation, our primary objective is helping private equity firms and their portfolio companies achieve greater results across all stages of the investment lifecycle. We do this by helping them understand strategic market opportunities, ensuring they are well positioned, and assisting them with the development and execution of sustainable initiatives.

Experts at Helping Businesses Grow

Many organizations perceive “marketing” to be a tactical function when, in fact, it is the discipline of understanding markets - industry dynamics, competitive landscape and customer needs - and using this knowledge to build an effective, relevant strategy. Since 1998, we’ve helped many well-known and emerging companies build revenues through disciplined marketing strategies, execution and continuous improvement. When firms want to understand markets and build these strategies, they come to us.

Valued and Respected by Clients

When clients talk about our work, they use words like “comprehensive, rigorous and smart.” “Strategic thinkers with a bias for action and results...” is how one client put it. And we couldn’t agree more. In fact, we have found our approach to be most helpful to organizations that need to identify high-potential opportunities and deal with underperforming situations -- situations that demand specific expertise in understanding markets and then creating and executing the right strategies.

Proven Experience

Our consultants have worked with a variety of private equity firms and companies over the years, with engagements ranging from strategy and opportunity assessments, marketing and brand communications, and portfolio evaluations and due diligence. A select list of companies and sponsors includes:

- American Capital
- Ascend Learning
- Atalaya Capital
- BlackRock
- Bloomberg
- Coca Cola
- Colgate-Palmolive
- D.E. Shaw & Company
- Dimeling, Schreiber & Park
- DIRECTV
- Eli Lilly
- Farallon Capital
- General Electric
- GMT Capital
- HIG Private Equity
- Honeywell
- HTPG
- Inverness Graham
- Monomoy Capital
- Morgan Stanley
- Nextel
- Novare Group Investments
- Pan Am Flight Academy
- Press Ganey
- Providence Equity Partners
- SMG World
- Sprint
- The Container Store
- The Home Depot
- Virgin

Atlanta | Boston | Durham | New York | Philadelphia | Washington D.C.



STRATEGIC MARKETING CONSULTING



SERVICES

CMG Partners brings a unique mix of strong business acumen, strategic thinking and marketing expertise to its clients. We provide services across all stages of the investment lifecycle -- services that increase enterprise-value and returns for equity holders, and minimizes risk for you:

.....

Pre-Deal: *Assessing the possibilities and evaluating the options...*

Before the deal, a multitude of things have to happen. From capital raising and investment thesis development -to- targeted deal screening and due diligence, we provide a variety of external market assessments and internal functional evaluations to help you prepare and execute. Throughout, CMG makes sure you have the right insights to make the critical decisions, as well as the understanding of what strategic paths to take after the decisions are made.

Post-Close: *Starting off on the right foot and positioning for success...*

Once the transaction closes, it is time to make sure communication is thorough and well-orchestrated, customer insights are at-hand, demand generation and capture programs in-place, and that the brand has been fully activated and reinvigorated. Now is the time -- we are the firm.

Value Creation: *Stemming losses and accelerating revenue and EBITDA growth...*

It is not what you bought, but what you end-up with. Along the way, strategies need to be determined and refined, sales channels and pricing models need to be optimized, and products and services developed and launched. This is what we do -- this is how we help get you there.

Exit Preparation: *Dressing the bride and getting to the wedding on time...*

Before the big day, everyone needs to know the story, and it needs to be the right story. We help you research, craft and communicate the company's future strategy -- and then support you and your team in getting the organization ready for the ceremony and presenting the case.

.....

If your firm has a portfolio company in one of the following sectors, contact us and learn more: automotive, business services, consumer, construction, education, energy, financial services, healthcare, hospitality, industrials, life sciences, retail, technology and telecommunications.

CONTACT US

Todd Redmon

Director

Office: 919.688.1803 x210

Mobile: 404.569.5689

todd.redmon@cmgpartners.com

Karl Gustafson

Director

Office: 919.688.1803 x135

Mobile: 608.358.4995

karl.gustafson@cmgpartners.com

Atlanta | Boston | Durham | New York | Philadelphia | Washington D.C.