



# DSXgroup, LLC

**Who We Are | What We Do**

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## WHO WE ARE | WHAT WE Do

**DSXgroup, LLC is a Connecticut-based boutique Management & Technology Consultancy that partners with Private Equity Firms, Technology Solution Providers, Direct Selling and Multichannel Companies.**

We drive rapid growth for our clients by leveraging: Innovation, Technology, New Market Penetration, Channel Optimization, Strategic Partnership Development and Business Development Outsourcing.



DSXgroup engages with executive management of top companies to create and evolve business growth opportunities from a true customer-centric perspective to maximize ROI, execution and business-driven results.

To accomplish your mission; DSXgroup leverages domain expertise, thought leadership, creativity and technology innovation to execute go-to-market strategies that accelerate revenue, conversion and new customer acquisition.

### What Do We Do?

Direct Selling Executive (DSX) group specializes in providing Technology, Business Services and Direct Selling companies with cost-effective consulting services and innovative solutions imperative to increasing revenue, conversion and new customer acquisition in the new economy.

DSXgroup's core knowledgebase is a comprehensive understanding of business forces and innovative strategies that drive and shape opportunities for accelerated growth.

*Sebastian J. Leonardi*

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*President &  
Chief Business Strategist*

**Prior to founding DSXgroup**, Sebastian held several executive positions; including the position of SVP for a leading management & technology consulting firm where he specialized in working with private equity, DS start-ups, companies in transition and many of the fastest growing direct selling companies in the industry.

Most recently, he served as VP Direct Selling & Multichannel Markets for a leading private equity owned SAAS digital media solutions provider.

During his leadership, he was responsible for propelling the company to top-tier status and increasing Revenue 340%, New Customer Acquisition 330% and Driving Subscriber Growth from 800,000 to over 12 million subscribers.

Our effectiveness is based on the leveraged use of technology, innovative strategies, in depth business insight and results oriented execution.

We utilize an effective multidisciplinary approach to business consulting that enables us to work seamlessly with every department of your company to facilitate an accepted and highly-adaptable integrated results-oriented process throughout your organizational culture.

### *Our Mission*

**DSXgroup focuses every aspect of our consulting engagements and solutions on increasing revenue, conversion and new customer acquisition for our clients.**

By incorporating DSXgroup's consulting services and revenue generating solutions, your company will benefit from the adoption of "enterprise-size" revenue focused philosophy, resources and actions that will contribute an accelerated, measurable impact to your bottom-line.

### **DSXgroup**

**Places the highest priority on every client's unique needs, and:**

- 🏡 Delivers significant, client-centric focused services and solutions to enable sustainable growth opportunities for clients- customized to fit each client's specific business strategy and unique market environments.
- 🏡 Nurtures the integration and application of intellect, creativity, forward thinking and thought leadership in a professional atmosphere for the benefit of our clients.

### *Our Differences*

**When you decide to work with DSXgroup, you will observe a number of quantifiable differences and benefits for your organization:**

**Cost-effective, DSX-Powered Services and Solutions.** We interpret, utilize and implement the same proprietary research, trends analysis and market methodologies that Fortune size organizations employ to grow businesses on national or worldwide platforms. DSXgroup provides clients with innovation, channel optimization strategies and cutting-edge business development solutions that you can afford.

**Balance between research and executable plans.** Although we utilize all available contemporary and proprietary research and analysis, we focus our time and resources on developing executable plans to empower and fuel your organization's growth. As a result, you will find engaging DSXgroup to be more cost effective and our deliverables more practical and actionable.

**Preference and Importance.** While many traditional management consultancies prefer to compete for large contracts and work for blue-chip companies, large corporations, and Fortune size clients- DSXgroup concentrates on leveling the playing field for small and mid-size companies that do not have international clout and unlimited resources. We work to empower your company with the critical tools and intelligence you need to gain competitive advantage in the niche or overcrowded marketplace.

**More than Advice.** Many of the high-priced global consultancies that large corporations enlist stop their involvement at a conceptual level. DSXgroup recognizes that our value is most realized by our clients from the implementation of expert advice. We will help you execute our recommendations to assist in the realization of your vision- Success. DSXgroup is a true business development partner.

**Customized services and solutions for your needs.** DSXgroup puts clients' needs first, and we will customize how we work with you according to your requirements. We will adapt our proven methodologies to each project's needs, and work with the management team to tailor a solution that is the most suitable for you.

*We work on an engagement project basis, advisory capacity or as an outsourced strategic business partner for your company and structure our fees on a retainer and/or per project basis- including contingencies to maximize our mutual benefits.*

