



Illuminate *Advisors*

Are you able to confidently answer the following questions surrounding 3 critical areas of your business?

WINNING STRATEGY

- *Where are we today—what's our current state?*
- *Where do we want to go— what's our destination?*
- *How do we get there— what's the path forward?*

HIGH-PERFORMANCE CULTURE

- *Are our team members happy?*
- *Are they ready to take our organization to the next level?*
- *Are we aligned at all levels of the organization?*

OPERATIONAL EXCELLENCE

- *Are our customers delighted with the products and services that we provide?*
- *Does our organization work in the most effective and efficient way possible?*

IlluminateAdvisors.com

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ILLUMINATE ADVISORS HELPS ORGANIZATIONS TO QUICKLY FIND THEIR PATH BY BUILDING A WINNING STRATEGY, A HIGH-PERFORMANCE CULTURE AND OPERATIONAL EXCELLENCE TO REACH THEIR FULL POTENTIAL NOW.

Most organizations have lost their way, they have unhappy customers, board members and investors and don't have a clear path forward. Illuminate Advisors' team members have been helping leaders to scale and grow their businesses for over 20 years leading to delighted stakeholders—dramatically increasing market share, revenue, profitability and enterprise value.

Illuminate Advisors is a trained, qualified and licensed CMMI®Institute Partner and a PEX (Process Excellence Network) and Pittsburgh Technology Council Member. We offer advisory services, appraisal services, training courses and certifications to enlighten organizations. We're so confident in our proven methods that with it comes our no-risk, unconditional guarantee of satisfaction: If you are unsatisfied for any reason, let us know within 30 days and we will refund 100% of engagement fees.

Call now to schedule a free 20 minute consultation +1.412.260.0634 or email info@illuminateadvisors.com

HOW WE HELP

THE PROBLEM Why do so many leadership teams struggle to confidently answer basic questions surrounding critical areas of their business? Most leaders have either yet to have the experience to scale their organization or they are caught up in day-to-day operations so they can't clearly see the path that will allow their organization to reach its full potential. When this happens, you can expect to see:

- *Customers that lack loyalty due to products and services not delivering the value promised*
- *Board members that lack confidence due to failure to deliver on goals, such as delivering projects on-time/within budget, market adoption and sales*
- *Investors that are unhappy due to failure to meet financial forecasts and increase enterprise value*

THE SOLUTION Illuminate Advisors will help you quickly find the path to reach your full potential. Our team members have been helping leaders to answer difficult questions and scale their businesses for over 20 years. Our simple approach helps leaders understand where their organization truly is today, and shows them the path to target and meet aggressive—yet realistic—goals.

THERE ARE 3 CORE ASPECTS THAT MUST BE MANAGED TO SCALE ANY ORGANIZATION: **WINNING STRATEGY, HIGH-PERFORMANCE CULTURE, AND OPERATIONAL EXCELLENCE.**

The Illuminate Advisors' team will provide the enlightenment that you need to ensure that the path is clear and allow your organization to reach its full potential now. Illuminate Advisors provides advisory services, appraisal services, training courses and certifications to enlighten organizations leading to delighted customers, board members and investors:

- *Delighted customers due to products and services that exceed expectations and deliver on the value promised*
- *Delighted board members due to the ability to consistently deliver on aggressive (yet realistic goals) such as 90+% project on-time and within budget rates, drastic increases in market adoption and sales*
- *Delighted investors due to the ability to deliver on financial forecasts and dramatically increase enterprise value*

Illuminate Advisors promises to quickly show your organization the path to reach its full potential. It does this by following a disciplined approach to evaluate and build a winning strategy, high-performance culture and operational excellence through a simple three step process:

- 1** *Help organizations understand where they truly are today*
- 2** *Help them to set aggressive (yet realistic) goals*
- 3** *Help them to see the path to meeting their goals*

Illuminate Advisors no-risk offer

Illuminate Advisors is so confident that it can help your organization that it will guarantee its results, if you do not feel that you received value from the engagement with Illuminate Advisors, the engagement fee will be waived!

RESULTS MATTER

Illuminate Advisors doesn't just provide services, we provide answers and results:

- *Supported spin out and turnaround of a global software development and cybersecurity best practices organization and increased enterprise value by more than 225% by evolving the business model, overhauling the product suite, adding a cybersecurity platform and building a high-performance culture*
- *Helped to grow financial technology software organization resulting in increased enterprise value by almost 500% by providing the vision and delivering a fund administration platform that moved the organization from a domestic product to a global platform company*
- *Helped to stabilize client attrition of a large financial service organization leading to acquisition for \$800M by overhauling and scaling operations and retaining key clients*

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DAN TORRENS

CHIEF EXECUTIVE OFFICER



Dan is a senior executive with 20+ years of experience helping companies to scale and grow. He has helped very successful early and growth stage organizations to dramatically increase enterprise value. Each organization delighted its customers and board and achieved drastic increases in revenue and profitability. Many organizations that he supported were later acquired delivering substantial returns to investors.

Dan is recognized as a leader with proven product and operations expertise. He is known for building strategic relationships with clients by helping them to reach their full potential.

Dan led the development of CMMI®V2.0 at the CMMI® Institute and has been a student of strategy and operations best practices throughout his career. He holds the following certifications that help him to bring proven solutions to your organization:

- *New Product Development Professional (NPDP)-Product Development & Management Association (PDMA)*
- *Pragmatic Marketing Certified-Pragmatic Marketing*
- *Net Promoter Certified-Satmetrix*
- *Certified CMMI Associate-CMMI Institute*
- *Certified Enterprise Data Management Associate-CMMI Institute*



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