

HIRING A CHIEF GROWTH OFFICER

Revenue growth in our profession has historically been opportunistic, featuring significant annuity revenue, annual price increases and generally good market conditions. Strategic growth, however, produces the highest and most profitable, efficient and sustainable revenue. For these reasons, many firms are considering a Chief Growth Officer to guide strategic growth. A CGO position elevates the firm, enabling the functions of marketing, sales and innovation to be brought together, in order to capture the best markets, cultivate the best sales function, and insure a shelf-full of new, shiny offerings. In summary, adding a Chief Growth Officer enables the same strategic level function to the firm as the CEO, CIO, CFO and other C-level functions.

■ DESCRIPTION

To ensure the highest degree of success, Gale offers consulting services for the successful addition of a CGO. This includes identifying the right resumes, skill set, job description, and organizational structure.

The following services are available:

- Recommended job description
- Recommended candidate-hiring profile and sources of candidates
- Review of finalist candidate resumes
- Assessment of candidates through phone or onsite interviews
- Ongoing advice and counsel

The result is a successful CGO investment.

CROSLEY ✨ **COMPANY**



STRATEGIC GROWTH CONSULTANT

Gale Crosley, CPA, CGMA

Gale Crosley is a well-known strategic revenue growth consultant, who has helped almost 500 CPA firms achieve exceptional organic growth over the past 20+ years. Nine of the top 20 fastest organically growing firms in the past year are or have been her clients. For 16 years she has been selected one of the Top 10 Most Recommended Consultants in *Inside Public Accounting's* Best of the Best and one of the Top 100 Most Influential People in Accounting by *Accounting Today*.

Early in her career Gale spent several years in executive level management in sales, marketing and product management at IBM and tech start-ups, after beginning her journey as an auditor at Arthur Andersen and PwC. She brings all these experiences to the current transformation facing the accounting profession.