

STRATEGIC ORGANIC GROWTH

Consulting Services for Post-Investment Platform Firms

The recent trend of market consolidation in the CPA profession continues to be driven by technology, talent, succession, and retirement obligations. For both private equity-backed and independent firms, organic and acquisitive growth strategies are front and center objectives.

Post Investment Period

Once you've committed to an investment, the new-found firm will have the potential for significant growth. The development of a value creation plan can set the stage for success. Crosley can guide the development of the plan (if not already created), and lead post investment implementation. The critical first 90 days will focus on quick-hitter, easy-to-implement components. The plan will incorporate a longer-term strategic element to increase the odds of success for optimal value creation.

About Gale Crosley

Gale Crosley, CPA, CGMA 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.

www.crosleycompany.com
gcrosley@crosleycompany.com
(770) 633-1225