



**PLAN • PROCESS • EXECUTE • RESULTS**

**COMPANY:** Edutainment Company Startup

**ISSUE:** Startup Company developed video game that teaches users to play the piano and read music. Company consisted of virtual executive and specialist team, located throughout the United States. CEO needed senior executive support to structure the Company and build the infrastructure to insure timely execution of all tactical plans to meet critical corporate milestones.

**ROLE:** Interim Chief Operating Officer

#### **HIGHLIGHTS**

- Facilitated development of tactical plans. All tactical plans included required work streams, sequenced tasks and responsible resources
- Set up and facilitated weekly team calls to monitor status of current tasks and implications toward achievement of Short-Term Objectives
- Worked with individual responsible resources regarding task completion issues.
- Completed acquisition of national fulfillment vendor, including:
  - Needs development
  - Nationwide search for vendor candidates
  - Development/distribution of RFP to all candidates
  - Evaluation of vendor responses
  - Visits with CEO to finalist vendors, leading to vendor selection
- Coordinated development of Company standard operating procedures manual
- Provided executive coaching to CEO, on an as needed basis

#### **RESULTS**

- Leveraging its developed operating infrastructure (and associated follow-up) the Company was able to systematically develop and introduce its flagship product to the marketplace in approximately 24 months.
- Company on plan to generate \$10M in sales in 2009 and is target for acquisition