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FIRM PROFILE

Founded in 1999, Celera Partners today is a premier global management consulting and executive search boutique. The firm's management consultants and search professionals have deep domain expertise advising and building senior level general management and technical leadership teams across all functional areas. Celera's executive search consultants have conducted more than 2,500 executive search assignments. Leveraging the firm's reputation of being among "best in class" for sales/marketing management, Celera Partners is the first consultancy to create a dedicated Value Based Selling (VBS) practice blending strategy consulting with executive search. Celera works with global 3,000 corporations, Venture Capital and Private Equity firms from offices in New York, Boston, Philadelphia, Dallas, Chicago, San Francisco, London, Brussels and Madrid.

Value Based Selling (VBS) Consulting

Celera Partners is one of the world's foremost thought leaders and practitioners regarding Value Based Selling (VBS) best practices for sales/marketing management. Celera's VBS Solutions Group specializes in helping market leading clients jump-start their VBS capability. Celera's VBS consultants design and build VBS go-to-market models that integrate development, marketing and sales. The firm's proven methodology and battle tested VBS services enable companies to achieve superior revenue growth and market share gains.

In 2003 Celera's VBS experts helped a global market leading technology company build their VBS capability. During the past 12 quarters, the company has sustained a 92% sales success rate, dramatically increased the volume of deals in the pipe line, accelerated the sales cycle, and decreased SG&A. The company has created an additional \$48 billion of market capitalization, with value growing from \$10/share in October 2002 to \$45/share by December 2005. The market has generously rewarded our client because their VBS go-to-market model is seen as creating durable shareholder value built upon a hard to copy VBS capability that is highly differentiated and resists commoditization. Our client is on track to grow revenue by an astonishing 600% in less than 5 years.

Celera Partners has found that most companies do not have an integrative, top-down system to deliver the whole company to the customer. Additionally, the substance of selling is itself in flux, and mastering value based selling is indispensable for companies seeking to build robust and sustainable go-to-market models.

Executive Search

Celera Partners provides select clients with human capital solutions, including senior-level executive search and board director services for clients ranging from Global 3,000 to emerging growth companies across most industries. The firm's specialty practices include:

- *Consumer Goods & Services*
- *Financial Services*
- *Industrial*
- *Life Sciences*
- *Technology, Communications & Media*
- *Hispanic Specialty Practice*
- *Value Based Selling Solutions Group*

Celera Partners also specializes in recruiting high impact Hispanic leaders from the private and public sector residing in the USA, Mexico, Latin America and Spain for multinational companies (MNC) seeking influential Hispanics to help diversify their boards and manage their Hispanic focused operations.

Through the unique combination of Celera's VBS consulting group and the deep industry expertise of the firm's executive search consultants, Celera Partners helps clients fashion robust go-to-market strategies and build organizations that drive superior organic growth.

Celera's clients win market leading positions by achieving operational excellence, doing more with less, with a laser-like focus on creating value for customers by improving development, marketing and sales better than their competitors.

CS Labs[®] — Celera Search Labs[®]

Celera Search Labs develops cutting-edge search engine technologies. Based in Los Angeles and Pune, India, our main goal is to create Business Intelligence and Knowledge Management related products to help customers meet or exceed their business goals. Two of our software products, *Celeritas[®]* and *OmniScientor[®]* are focused on taking marketing science to the next level by incorporating 3-D visualization. CS Labs' work is instrumental to finding better ways to capture data, new methods to link models and data together utilizing the Internet and improved methods of visualization. Our software products provide powerful and unique business insights by linking and visualizing disparate multivariate key performance indicators lost or unavailable to researchers and analysts using traditional research methods.