

The VBS Solutions Group— Consulting & Executive Search

After 10 quarters, a global enterprise software company has achieved a deal closure rate of 90% and shortened the deal cycle by 30%. The company has secured a dominant global market position — as they are on track to grow revenue by 400% in less than 5 years.

A wireless service provider is at a fundamental cross-road, will it continue to be the fastest growing public wireless carrier or is it more important to be the most profitable one in a maturing market? Our VBS Solutions practice will help them put a fact base around this important question and our VBS executive search consultants will help them design and augment the leadership team.

A leading diversified financial services company wants to double the size of their business in five years primarily via organic growth. Our VBS Solutions group will help them jump-start their VBS go-to-market capability by integrating development, marketing and sales. They are committed to making VBS part of their company DNA so they can improve their ability to cross-sell financial services solutions

One of the nation's premier health care providers is seeking to sustain its market leading position. Senior management believes their b2b and b2c go-to-market model is out of step with the realities of today's hyper-competitive market place. We are helping them build a VBS team that focuses on creating/delivering products and solutions that create more value for customers.

Celera Partners Background

Founded in 1999, Celera Partners today is a premier global consulting and executive search boutique providing VBS consulting and executive search services for market leading companies around the world. Our management consultants and search professionals have deep domain expertise advising and building senior level general management and technical leadership teams across all functional areas. The firm's consultants have conducted more than 3,000 senior level search assignments. Leveraging its reputation of being among the "best in class" for global marketing and sales management, the firm provides VBS consulting and executive search for all senior general management functions across virtually all vertical industries.

Today's Market Reality

Since 2001, ten out of the largest fifteen bankruptcies in history have shaken the confidence of managers around the globe. The topple rate at which incumbents are losing their leadership positions has doubled in the 20 years leading up to 1995. Today's post-Internet era market place is more volatile, faster and vastly more complex. Companies with vertically oriented organizational structures – legacy matrixes and ad hoc overlays – are not prepared to compete against nimbler customer focused companies with more compelling value propositions.

The Challenge – build a VBS go-to-market model

Market leading companies will need to continually improve their go-to-market models in order to stay ahead of the pack. Development/Marketing/Sales needs to be excellent in terms of innovation, on-target messaging to customers and selling based on creating value for said customers (both b2c and b2b). Building and managing such a highly integrated VBS go-to-market approach will be critical to achieving and sustaining market leadership over the next 5-10 years. By raising the go-to-market bar, competitors will find it increasingly difficult to compete unless they can match or offer more value (combination of price, perceived differentiation of products/services and unparalleled customer attention).

We can help your company build a world class VBS go-to-market model:

We are the world's foremost thought leaders and practitioners regarding Value Based Selling best practices. Our VBS Solutions Group specializes in helping market leading clients jump-start their VBS capability. We help them design and build highly sophisticated VBS go-to-market models that integrate development, marketing and sales. Our proven methodology and battle tested VBS approach has helped companies achieve and sustain market leadership positions.

We can help your company drive organic growth in two ways:

VBS Consultants: design and build a superior VBS go-to-market model

Executive Search Consultants: VBS domain experts, identify and recruit the development, marketing and sales thought leaders/practitioners your company will need to stay ahead of your competitors.

FIRM PROFILE

Celera Partners is a premier organizational strategy and retained executive search firm comprised of sixty top tier strategy consultants and executive search professionals. The firm's VBS Solutions Group provides Value Based Selling go-to-market strategy consulting and executive search services to global 3,000 corporations, Venture Capital and Private Equity firms from offices in New York, Boston, Philadelphia, San Francisco, London, Brussels and Madrid.

For further information on the full range of Celera Partners consulting and recruiting capabilities, contact via email: grant@celerasearch.com



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