

SHARPER COUNSEL INTERIMS



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SHARPER COUNSEL INTERIMS

has access to dozens of talented executives that have years of experience solving real world business issues. We are able to provide resources in fractional or full-time positions on a temporary basis and can tailor multi-disciplinary teams to meet your needs.

INTERIM EXECUTIVE LEADERSHIP:

On-demand executive resources that bring specific expertise to bear to fill holes and solve sticky problems in your business.

sharpercounsel.com

858-472-7880

San Diego California

Marketing

Sharper Counsel Interims provides marketing support to your organization in two ways.

As a provider of interim executive leadership, we help you identify and fill holes in your team with full-time or part-time temporary finance executives. These executives come from a variety of backgrounds and, with their in-depth experience, can hit the ground running with little or no onboarding time.

Our marketing executives have a variety of skills including business strategy, customer experience, digital and traditional marketing, partner management and communications .

A second vector for leadership support is by improving the success of the management team already in place in your organization.

Sharper Counsel Interims executives partner with your marketing staff to provide consulting support in a variety of ways, whether that be capability assessments and improvement recommendations, advisory oversight, or strategic project management.

When facing challenges with the marketing aspects of your business, putting another set of eyes on the situation is a wise move and Sharper Counsel Interims are great partners.

Marketing Case Study

Non-profit goes from concept to annual fundraiser with growth to over \$130,000 per event

Challenge

Recognizing the donor fatigue reflected in their North San Diego Inland community, the Rancho Bernardo Sunrise Rotary Club mobilized to develop and market a single annual campaign that would replace multiple smaller fundraising efforts spread across the calendar. As part of Rotary International's global presence, each club is required to fundraise and promote themselves individually. Transforming the Club's fundraising systems from many-to-one and building a modernized fundraising engine has been a key strategy for the club to help drive community relevancy and future growth.

Solution

A few years into the modernization effort, the Rotarians began working with marketing experts in the club to organize and brand the event now known as the Rancho BEERnardo Festival. This fundraiser gathers breweries and beer aficionados from across southern California and provides an great opportunity for sponsors wishing to communicate with an upscale audience with disposable income. In addition to organizing and branding, the marketing experts helped develop and coordinate a comprehensive marketing mix for the event. Specific accomplishments include event naming; brand theme selection; color palette determination; web site design, implementation and maintenance; social media platform selection, site creation and campaign management; collateral and signage design and realization; marcom support for community/sponsor outreach and planning and executing on multiple publicity vectors.

Results

The Rancho BEERnardo Festival has grown in breadth and reach each year, with the most recent event grossing over \$130,000 in revenue which reflects greater than 200% growth in fundraising performance. A huge portion of event profits are returned to the community through contributions to worthy charities, hands-on projects, and social events for those less privileged. The transformation of RB Sunrise Rotary Club's fundraising engine is complete. This single fundraiser is eliminating both donor and volunteer fatigue and future projections on sustainability are very optimistic. Another interesting impact of this transformation is the club's reputation, which has grown throughout Rotary and the local business sector. This notoriety has helped earn District 5340's "Club of the Year" award and has helped drive club membership up roughly 20% over this timeframe.



Leadership

Sharper Counsel Interims provides leadership support to your organization across a variety of disciplines important to business success.

C-Suite
Operations
Finance
Marketing
Technology

We can fill holes in your organization chart, partner with your existing team and execute strategic projects. Each engagement provides access to deep experience and new insights.

Operations

Sharper Counsel Interims provides operations support to your organization at the strategy level and in hands-on manufacturing work.

Manufacturing
Distribution
Quality
Customer Support
Sourcing

We identify capable executives that have expertise tailored to your problem at hand, allowing our interims to hit the ground running and start making improvements immediately.

Finance

Sharper Counsel Interims can provide fresh financial experience to your business and can hit the ground running across broad issues.

Corporate Governance
GAAP Accounting
Planning/Reporting
Capital Management
M&A/Restructuring

We can fill any need in your organization with the exact talent required. This will let us crush the problem at hand, while providing insight and expertise across the finance function.

Technology

Sharper Counsel Interims provides you support by helping you architect your IT solutions and addressing ongoing operations.

IT Systems Selection
Security/Compliance
Big Data Analytics
Business Intelligence
ERP/Cloud Implementations

Our experienced technology executives can advise and manage complex projects, while rolling up their sleeves to provide real-time management on your critical business issues.

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Additional Resources



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