



## Management Augmentation Specialists

Experts in turning technical ideas into revenue

Great technology combined with outstanding leadership will quickly deliver positive financial results, unfortunately this doesn't always happen.

Whether a company is coming to market with its very first product, or a company is well established but has reached a plateau, MyPropHead offers the technical and leadership services to create new growth opportunities.

In the fast paced world of IT, Cloud, Hosting, Data Center and Communications the majority of time is focused on getting products quickly to market with little regard to key business practices. This results in complex technical and sometimes conflicting messages being conveyed to mis-identified customer segments.

**With MyPropHead this will never happen.**

MyPropHead consultants, OurPropHeads, are results-oriented, technologically astute, commercially aware business minded executives who have breadth and depth of experience in key areas such as product, marketing, business development and strategy. OurPropHeads specialize in bridging the knowledge gap between technical ideas and commercially viable products, which is critical in creating unique customer value propositions, especially in technology industries.

MyPropHead works with firms from start-up to mid-size, develop, deliver, market and sell new, and often times, first to market technologies, specializing in Cloud, XaaS, networking, IP, MPLS, VoIP, data center, hosted applications and managed IT services.

Clients are able to leverage MyPropHead's broad spectrum of skills and services, while avoiding the high overhead of employing full-time senior employees. Available on retainer or for project based engagements, MyPropHead clients benefit from increased employee productivity, faster time to market, improved pipeline and shortened sales cycles while realizing a clear ROI.

### Services offered:

- Fractional CxO
- Interim / Transitional
- Critical Project Assistance

### Expertise:

#### Strategy Creation & Implementation

- Go-to-Market
- Business Reinvention
- Content Strategy
- Investor Services

#### Marketing Consultancy

- Segmentation
- Differentiation
- Messaging
- Planning

#### Product Management

- Roadmap
- Acceleration
- Pricing
- Launch/Re-launch

#### Sales Enablement

- Collateral
- Sales Training
- Channel Education
- Webinar/Seminar Delivery

STRATEGY

MARKETING

PRODUCT

MANAGEMENT

# Engagement Examples

## Strategy & Growth

**Company:** Managed services provider with steady but slow year on year growth.

**Challenge:** With two primary business segments, cloud and managed IT services, the company was having difficulty building an actionable integrated go-to-market plan that allowed them to operate both businesses without confusion.

**Solution:** Creation of integrated go-market-strategy with step by step goals and key-performance indicators inclusive of value propositions, portfolio offerings, target segments, event identification, sales and executive materials that maintained two distinct brands while facilitating increased account flow from Cloud to sticky managed IT services. Developed Cloud Computing Expo, NYC 2013 keynote address for client executive, including talk track and proof points, and provided presentation coaching.

**Result:**  
Increased pipeline  
by more than  
35% in under five  
months

## Marketing Services & Investor Positioning

**Company:** Series A stage cloud appliance provider

**Challenge:** In the process of Series B fundraising hindered by complex technical messaging and positioning leading to confusing customer messaging.

**Solution:** Development of actionable short and mid range plan that addressed the creation of customer focused messaging, marketing materials, opportunity identification, sales training, and additional assets focused on two primary verticals - Service Provider and Enterprise IT. Facilitated investor roadshow and created executive presentation materials around Monetizing the Cloud to drive awareness and revenue generating activities.

**Result:**  
Increased  
investor  
understanding  
and interest,  
and improved  
marketing  
sourced pipeline  
by 2x

## Product Acceleration

**Company:** Early stage network reseller entering into the managed network and cloud space.

**Challenge:** Bring to market a portfolio of standardized services in under 4 months to meet the needs of Asia based international communications provider.

**Solution:** Created value proposition and identified key market opportunities based on key technical differentiators for Data Center, Network, Cloud and Managed IT Services. Developed end-end product offerings capabilities inclusive of all key processes, supplier relationships, marketing materials, sales tools, pricing and contracts.

**Result:**  
Delivered  
integrated  
product package  
for international  
white labelling  
opportunity ahead  
of schedule

## MyPropHead, LLC

Specializing in the information technology solutions industry, MyPropHead is an international full service strategic consulting firm uniquely skilled at facilitating customer adoption of new technical services. OurPropHeads, a team of results-oriented, technologically astute, commercially aware business minded executives who have breadth and depth of knowledge in key areas such as strategy, marketing, product and business development. They can effectively identify the technical capabilities of a product or service and then translate them into benefits a sales team and their prospects can relate to - by market, by customer segment, by product.