



## PAUL CLOUGH



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### EXECUTIVE SUMMARY

Entrepreneurial companies often have complex problems, and time and cash to deal with them are in short supply. The continued success of your business may depend on increasing sales, controlling costs, dealing with organizational issues, minimizing taxes ... or simply finding a way to give the owner more time to focus on building the business. Whatever your critical business challenges, Fresnel Partners can help you solve them.

### PROFILE

Fresnel Partners provides a wide range of advisory services to owners, CEOs and top management of small to medium-size companies. And we don't just advise. We follow through with the all-important implementation. The bottom line? Your investment with Fresnel Partners will deliver the highest ROI of any you have made in the business.

We approach every challenge with the mindset of the business owner. Our structured, collaborative approach to growing market share and enhancing profitability is thorough and comprehensive, and it doesn't waste time or money.

### INDUSTRY EXPERTISE

- Developed and implemented the business plan that resulted in a \$4 million hosted technology offering within the outsourced contact center market.
- Member of the executive team that built a digital music service from concept to a \$20 million annual business.
- Planned, organized and staffed a new business unit that resulted in the successful entry into the business-to-business market segment, growing the division to \$5 million in annual revenue.

### DEVELOPMENTAL COACHING EXPERTISE

- Regularly coach business owners on a range of issues including budgeting & strategic planning, hiring and managing staff, marketing programs as well as pricing and customer management issues.
- Additionally, work with developing high potential staff to enhance leadership and customer interaction skills

### EXPERTISE HIGHLIGHTS

- Strategic and Tactical Business planning
- Management and leadership development
- Coaching and individual problem resolution
- Financial organization management

### CURRENT AFFILIATIONS

- Board Chair, Lower Bucks County Chamber of Commerce
- President, Youth Orchestra of Bucks County
- Certified Public Accountant

### PAST AFFILIATIONS

- Board member and Treasurer, Actors Net Theater
- Session member, Morrisville Presbyterian Church

### EDUCATION

- BS, Business Administration, Bucknell University
- MBA, Harvard Business School