

# REVENUE LEADERSHIP DRIVES ENTERPRISE VALUE

## MOST COMPANIES DON'T STALL BECAUSE OF PRODUCT.

They stall because revenue leadership, customer success infrastructure, and financial rigor are not aligned with the next phase of growth.

BlueOutlier helps private equity backed companies hire the revenue and finance leaders who drive operational scale, predictable growth, and enterprise value creation.

## AND WHEN THE LEADERSHIP HIRE IS COMPLETE, WE HELP BUILD THE TEAM BENEATH THEM.

### WHEN PORTFOLIO COMPANIES CALL US

- Revenue growth has plateaued and leadership needs to be upgraded
- The company needs a stronger CRO or VP Sales to scale the next stage
- Customer retention or expansion is underperforming expectations
- The board or investors want improved forecasting and revenue visibility
- The company is preparing for a new phase of growth, acquisition, or exit
- Finance needs to evolve from reporting to strategic planning and forecasting
- Leadership gaps are slowing execution across sales, marketing, and customer success

### WHY BLUEOUTLIER

**23+ years**

Executive Search  
Experience

**2,500+**

Global  
Placements

**98%**

Placement  
Success Rate



Victoria Cole  
Founder, BlueOutlier

- Global Hiring Footprint
- Experience supporting private equity backed, venture backed and growth stage companies
- Deep expertise in revenue leadership, go to market strategy, and financial leadership

## WE DON'T JUST RUN SEARCHES.

We help build the leadership infrastructure required to scale revenue and enterprise value.

### WE SPECIALIZE IN

Revenue Leadership Transformation  
CRO / VP Sales / Head of Revenue

Customer Success &  
Marketing Leadership

Strategic Finance  
CFO / VP Finance / FP&A Leadership

### EFFECTIVE OUTCOMES

- Clear revenue ownership
- Stronger forecasting and operational discipline
- Scalable go to market infrastructure
- Improved customer retention and expansion
- Leaders who can scale teams, drive accountability, and deliver predictable growth

Companies We've Worked With

