

January 11, 2018

Date | Time | Location

Driving Sustainable Value-Based Sales & Profitability - Part II

Organizers

Jim Handlon, CEO, Bottomline Partners

Sean Geoghan, Founder, CTSCA

Presenter

Michel Vachon

Presentation Overview

Small & medium size companies are constantly trying to improve and build a sustainable revenue growth & profitability business model resulting in continuing upward success. CEOs continue to address & worry about “their sustainability” in a dynamic business world. The strategic secret to sustainable success is having a dynamic business model that drives the important “value chain” to customers in small & medium size companies.

This CXO session addresses the dynamic business model to help CEOs build & deliver sustainable growth & profitability. Specifically, the session will focus upon (1) using a dynamic business model tool, (2) identifying the value chain activities needed, (3) knowing the value propositions customer want and will buy from your Company, and (4) monetizing this value chain “gold” resulting in sustainable growth & profitability. Our presenter is an expert in delivering value-based sustainable results. CXO participants will find this content very compelling and helpful in delivering sustainable results.

Presentation Key Takeaways

1. A dynamic business model tool
2. The “value chain” in each Company
3. Value proposition clarity & value-based selling
4. Customer segmentation for multiple markets & customers
5. Value-driven sustainable growth & profitability

THURSDAY
February 8, 2018

12 Noon to 2pm
Networking & Program
Content Discussions

Location:
Congressional Country
Club – 8500 River Road
Potomac, MD 20854
301-469-2000

Sun Room

For directions, visit
www.cxoforum.com

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For more information,
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President & CEO,
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443.994.0101
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Volunteer For A Committee

February 8, 2018

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About Our Presenter

Michel Vachon, CEO, Viva International (just sold company)



Senior Executive with proven record of solving strategic business challenges with innovative management and creative market approaches

- Strong experience developing marketing approaches and winning new business
- Demonstrated leadership skills, leading staff, gaining organizational efficiency, and improving P&L results
- Skilled in project financing and capital formation
- Applied experience in quantitative risk management
- Considered an expert in international business development
- Multiple consulting engagements with a variety of commercial enterprises
- Detailed knowledge of Federal Government acquisition and procurement practices
- Demonstrated experience in matching technology vision with business alignment
- Project Management Institute (PMI) Certified Project Management Professional

Specialties and Experience

Strategic planning, business development, business modeling, budgeting, business planning, project management, and risk management.

Michel Vachon possesses 30+ years of private sector industries (retail, industrial, defense, etc.) as a senior executive managing a variety of large and complex projects, business development, operations practices, strategic planning, and business modeling.

Michel spent the last 6 years as the founding partner of a privately held consulting practice offering competitive advantage, innovative business model generation and compelling value proposition creation for a variety of small to medium size US-based enterprises.

Michel Vachon has developed several logic-based tools to support risk management assessment, proposal evaluation, decision making and project management. He is a tested practitioner of structured project management and a strong advocate of integrated and collaborative selling practices involving all stakeholders -- business development, operations, capture, and bid and proposal management. He promotes the concept of leading clients to a solution rather than with the solution. He serves on boards of two non-profit organizations and is a regular guest lecturer at UVA's Frank Batten School of Leadership and Public Policy.

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