

COMPANY BIO

Growth, ETC helps organizations achieve profitable growth. We analyze performance, identify improvement and/or innovation opportunities, design and implement action plans, and drive measurable impact quickly.

The founder, Ellen Turner, has a track record that combines global blue-chip FastMovingConsumerGoods (FMCG) with the agility of retail and privately-held companies. She has been a C-suite executive that consistently led businesses (food, beverage, QSR, retail, business services) to breakthrough Sales growth. Passionate about helping executive teams focus on 'what matters' - Ellen now guides others in crafting the right strategy, building integrated plans and processes, hiring the best talent/teams to deliver, and then creating relevant opportunity areas in innovation, brand-building, and digital transformation.

COMPANY DATA

CAGE Code	8AF41
DUNS Number	117021411
EIN Number	83-3041100
SAM Registration	Active
Disaster Response Registry	No
Accepts Government P-Cards	No
Service Area	Nationwide
Size -Standard	SB- Small Business

STATE & FEDERAL DIVERSITIES

WOSB & WBE: Certification #WOSB211346

NAICS CODES

541613	Marketing Consulting Services
541611	Administrative Management and General Management Consulting Services
541618	Other Management Consulting Services
541890	Other Services Related to Advertising
541910	Marketing Research and Public Opinion Polling

PSC CODES

R422	Support- Professional: Marketing Research/Public Opinion
R701	Support- Management: Advertising
R408	Support- Professional: Program Management/Support
B553	Special Studies/Analysis- Communications
R497	Support- Professional: Personal Services Contracts
R410	Support- Professional: Program Evaluation/Review/Development
R426	Support- Professional: Communication

CORE COMPETENCIES

We are pragmatic in approach, use best-in-class frameworks and tools, employ skilled professionals and importantly "do things WITH you, not to you" in a variety of areas:

1. Outside-in Prospect Perspective
2. Segment the Market, Focus on Target(s)
3. Decision funnel - understand and leverage the Target (or prospect's) process
4. Brand Building - from repositioning to reinventing, across all media channels
5. Strategic Plans - from defining strategy to writing the plans
6. Integrated Marketing plans across customer/prospect touchpoints
7. Marketing and Sales (or recruiting) Integration - the right positioning with relevant differentiation is crucial; this includes integration across customer touch-points and down the customer decision funnel with the right Media channels
8. Management Decisions and Actions - creating the criteria and support to drive decisions for pragmatic solutions

DIFFERENTIATORS

The customer experience as the core enabler stems from decades of experience and achieving exceptional results in a range of environments from 'BigCo' (PepsiCo, Taco Bell, Nike, Sara Lee Foods/Hillshire) to private and family-owned companies; from reporting quarterly results to the Board, to sitting on the Board.

The depth and breadth of these, plus growth consulting experiences at large organizations like US Army/Marketing to small private organizations, have prepared me to help clients grow their relevance with lean resources.

PAST PERFORMANCE

US Army Marketing (AEMO)

Contact: Major General Alex Fink

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US General Services Administration (GSA)

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Reynolds Consumer Products

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