



# Fractional Leadership for Growth-Stage B2B Companies

Senior expertise in Leadership, Customer Success, Go To Market Strategy , Revenue Operations and Delivery Excellence —without the full-time commitment. Purpose-built for emerging software and services companies ready to scale.

*Kenai Business Solutions*



## THE GROWTH CHALLENGE

# Growth or Disappear: The Pressure Is Real

Growth-stage software and services companies face immense pressure to scale. This isn't about product quality or market fit – those fundamentals are typically strong.

The true obstacle is an **immature go-to-market strategy** and **undeveloped post-sale operations**. When these critical functions lag, even the best products struggle to achieve sustainable growth.

You need senior leadership to overcome these bottlenecks. But a full-time VP role often brings significant risk and overhead that many growing companies aren't ready for.



### PROBLEM

#### Relentless Pressure to Scale

Emerging companies must grow or risk obsolescence. The challenge is execution, not innovation.

### BOTTLENECK

#### Immature GTM & Operations

Go-to-market and post-sale strategies can't keep pace, hindering product success.

### SOLUTION

#### Fractional Leadership Expertise

Access senior leadership without the full-time commitment or high overhead. Get the right guidance, right now.

# Four Critical Growth Functions That Make or Break Scale

KBS provided fractional customer success and revenue operations leadership focusing on the core functions that determine whether emerging B2B companies thrive or stall. Here's where I help CEOs and founders build sustainable growth engines:

## Sales Operations

Clear directives, metrics, processes, and real accountability across the entire funnel

## Customer Success

Retention first—lower CAC pressure, reduce churn, and drive strategic expansion

## Partner Ecosystems

Design and grow programs that act as true force multipliers for pipeline and delivery

## Delivery Excellence

Understand margins and ensure delivery consistently exceeds customer expectations



## SALES OPERATIONS

# Building Accountability and Velocity Across Your Sales Funnel

Sales operations isn't about micromanagement—it's about clarity and acceleration. I establish frameworks that help your team close deals faster while maintaining consistent quality and predictability.

01

## Close Plans & Documented Processes

Written playbooks that help reps overcome objections and move deals forward with confidence

02

## Clear Objectives & Key Results

Establishing OKRs, KPIs, and critical success factors that align your team to growth targets

03

## Funnel Metrics & Accountability

Real-time visibility into pipeline health with ownership at every stage

The result? A sales organization that scales efficiently, with predictable outcomes and shorter sales cycles.

♥ CUSTOMER SUCCESS

# Retention First: The Smartest Path to Sustainable Growth

Acquiring customers is expensive. Keeping them is profitable. We help companies shift from reactive support to proactive customer success, unlocking sustainable growth.



## Lower CAC Pressure

Improved retention means fewer new logos needed to hit growth targets, easing marketing and sales budget burdens.



## Reduce Churn

Systematic health monitoring and early intervention keep customers renewing and expanding, minimizing revenue and logo churn.



## Drive Strategic Expansion

Happy, engaged customers naturally become engines for growth through valuable upsells, cross-sells, and referrals.







#### PARTNER ECOSYSTEMS

## Partner Programs as Force Multipliers for Pipeline and Delivery

The right partner ecosystem doesn't just supplement your go-to-market—it multiplies it. I design and build partner programs that create leverage across pipeline generation, deal acceleration, and delivery capacity.

1

### Strategic Partner Selection

Identifying and establishing relationships with partners who align with your ICP and growth strategy

2

### Enablement & Training

Equipping partners with the knowledge, tools, and resources to effectively sell and deliver your solution

3

### Performance Metrics

Measuring partner contribution through clear KPIs, from pipeline generation to revenue influence

A well-executed partner program extends your reach without proportionally scaling headcount—true leverage.

# Operations That Exceed Expectations While Protecting Margins

Delivery excellence isn't about perfection—it's about consistency, profitability, and customer delight working in harmony. Many growing companies struggle to balance these competing priorities.

We help you understand your true cost structures and margin dynamics, then build operational processes that consistently exceed customer expectations without eroding profitability.

**Cost Structure Clarity:** Know exactly where resources are going and which engagements drive profit versus those that drain it.

**Consistent Excellence:** Standardized delivery methodologies that scale quality across your customer base.

**Customer Delight:** Experiences that generate organic advocacy and reduce churn risk.



# The Foundation: People, Process, Technology

Achieving sustainable success across all critical growth functions hinges on mastering three fundamental pillars. Our approach focuses on establishing best practices that yield lasting competitive advantage:



## People

Strategic talent acquisition, comprehensive growth coaching, and fostering high-performing teams with clear ownership and accountability.



## Process

Well-defined, repeatable workflows designed for scalability, ensuring consistent quality and minimizing operational friction.



## Technology

Leveraging optimal tools and platforms to empower teams, enhance operational visibility, and drive data-informed decision-making.

When these three essential elements are strategically aligned, an organization is equipped for sustained, profitable growth.







## Who We Are!

### Kenai Business Solutions - Proven Leadership in Customer Success

Over 25 years of delivering exceptional results through strategic clarity, rigorous execution, and focused people development.

- 1 Extensive Leadership in Service Delivery, Sales, and Support**  
Demonstrated deep operational proficiency across B2B service lifecycles and post-sale operations.
- 2 15 Years Spearheading Partner Ecosystem Development and Go-to-Market Strategy**  
Established successful partner programs and robust Go-to-Market frameworks tailored for high-growth enterprises.
- 3 Cultivated and Mentored Hundreds of Leaders and Teams, including Fortune 500 Engagements**  
Implemented targeted coaching initiatives to foster internal leadership capabilities and enhance organizational talent depth.
- 4 Cultivating Rapid Credibility and Strategic Alignment with Executive Leadership**  
Achieving swift alignment with executive priorities and accelerating strategic decision-making processes.
- 5 Developing Actionable Playbooks for Operational Excellence**  
Designing repeatable processes and performance metrics to drive scalable growth across sales and post-sale operations.
- 6 Strategic Hands-on Coaching and Skill Transfer**  
Embedding critical capabilities through expert mentoring and targeted role-based coaching programs.
- 7 Foundational Approach: Clarity, Execution, and People Development**  
Focusing on establishing clear directives, ensuring measurable execution, and driving continuous leader growth.



## Forged in Service: Military Leadership Foundation

Leadership principles honed through elite military service, translating combat-tested decision-making and team excellence into business results.

### Key Experience Points:

- ☐ **Founder is a Combat Veteran**  
Deployed operations with proven leadership under pressure
- ☐ **101st Airborne Division (Air Assault)**  
Rapid deployment and mission-critical execution
- ☐ **5th Special Forces Group (Airborne)**  
Elite special operations, strategic planning, and cross-functional team leadership
- ☐ **Paratrooper**  
Trained in high-stakes environments requiring precision, discipline, and adaptability
- ☐ **Leadership Under Adversity**  
Led teams through complex, high-consequence scenarios with clarity and resolve

### Core Leadership Principles Applied to Business:

- ☐ **Mission-focused execution**  
With clear objectives
- ☐ **Building high-performing**  
Resilient teams
- ☐ **Decisive action**  
In ambiguous, high-pressure situations
- ☐ **Adaptability and strategic thinking**  
In dynamic environments
- ☐ **Commitment to excellence**  
And continuous improvement