

# LEE HICKS

+1 678.592.1434 | [Lee@H2SCG.com](mailto:Lee@H2SCG.com)

## Accelerating Growth in Organizations & Individuals



**A proven business leader with diversified experience across global publicly held and private equity-backed technology and services companies.** Lee's range spans general management, P&L, product management, marketing, business development, finance, operations, and sales. He provides deep expertise in Cybersecurity, Big Data, ERP, CRM, Healthcare Information Systems, Financial Technology, UCaaS and M&A transactions.

**As Founder & Managing Partner of [H2 Strategies Consulting Group](#), over the past 20+ years he has engaged over 200 companies transforming the lives of more than 20,000 sales & marketing leaders, providing valuable insights to over 1 million Complex Buying Processes resulting in over \$20B in total contract value growth leveraging his industry leading Guided Revenue Growth Methodology... [Winning Adaptive Sales](#).** Lee has also been a part of global companies including SAP, Dun & Bradstreet, and Steelcase. In 2007 Lee founded C PORT Solutions a Unified Collaboration & Telemedicine business that was acquired by Newell Rubbermaid in 2011 which was rebranded as Rubbermaid Healthcare. Lee's Telemedicine innovations continue to improve health outcomes today as [CAPSA Healthcare](#).

**Foundational to his success is his unique integration of the [Birkman Method](#)... the industry leading behavioral and occupational assessment... into his methodologies, forming teams and coaching individuals of all ages and experience levels... Making the Best Even Better.** A lifelong learner, and Amazon best-selling author in Sales & Marketing, he builds, transforms, and leads resilient teams that synergize for results, especially in the tough times. He offers a rare perspective combining the discipline of a senior leader at large public companies and innovative entrepreneurship.

**From Success to Significance...** The [PathFinder](#) program launched in 2016 and is focused on providing life guidance, coaching and encouragement to students, Individuals, families, business professionals, teams and organizations. Lee adapted the Birkman Method to deliver science & data-backed clarity to our developing young adults and professionals of all ages, about their interests, motivators, behaviors and strengths... helping them choose the right university, major, vocational institute, career, or workplace... providing them specific Job Families and Job Titles that align to their unique personality and needs... powering their *purpose driven "Yes You Can" life.*

### Areas of Expertise:

- ⇒ Growth Strategy and Execution
- ⇒ Sales & Marketing Leadership
- ⇒ Sales Process Design & Execution
- ⇒ Sales & Marketing Messaging
- ⇒ Sales Enablement Technology
- ⇒ M&A Due Diligence and Integrations
- ⇒ Global Cross-functional and Team Management
- ⇒ Accelerating the Success of Others

### Operational Excellence:

- ⇒ Operational Effectiveness and Efficiency
- ⇒ Product Development & Delivery
- ⇒ Process Improvement
- ⇒ Margin Expansion and Cost Productivity

### Organizational Excellence:

- ⇒ Ethical Leadership
- ⇒ Time Management & Executive Function
- ⇒ Talent Assessment and Development