



Interim Leadership Helps Maintain Continuity

Successfully Transitioning through a Leadership Gap

Michelle Lanter Smith

President, EPAY Systems

“Ellen came in on an interim basis and helped us maintain continuity during a transitional period. We were able to keep the marketing organization focused, fill critical open positions, and continue to meet lead generation and revenue targets.”

BY THE NUMBERS



10

Led 10 person team, adding several new hires



1800+

Created annual plan to generate 1800+ MQLS



70%

70% of plan activity was directly aligned with bringing in new or add-on sales



ELLEN MADONIA

Strategic Marketing Consulting



CHALLENGES



EPAY Systems, a leading provider of HR and Payroll software for the distributed and hourly workforce, needed interim marketing leadership during a period of growth and transition. Ellen was engaged to help build a high-performing team while maintaining focus on long and short term pipeline-building and revenue generation goals.

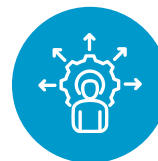
SOLUTIONS



The scope of the engagement included managing the marketing team on an interim basis, providing leadership and mentoring, developing the marketing plan for 2022, and executing key programs to ensure objectives were achieved.



Interim Leadership



Marketing Planning



Program Execution

RESULTS



Business Continuity

1

Ellen led the marketing team through a significant period of change and growth, setting the team up for success in the new business landscape.

Playbook Development

2

The team collaborated to create a detailed 2022 plan and playbook that would enable them to generate 1800+ MQLS in their target ICP.

Key Program Execution

3

Critical programs were identified to ensure pipeline continuity, with Ellen providing oversight and program management for successful implementation.