

## Interim Commercial Director (Fast Growth Software Start Up)

### **Ability to integrate into the client company**

“[Icebreaker Executive] very quickly understood the challenges facing us with our new venture. Within [their] first two weeks[ they] identified the critical areas of the project and produced an innovative outline plan setting out every key component needed for us to build our business plan. The fundamentals of this plan remain at the core of our business today. The culture [They] came into was in the nature of a small family, and [They] demonstrated sensitivity to all the views held by the founders and helped us achieve an excellent team spirit in an inclusive way .”

### **Impact on the business / bottom line**

The project that I brought [Icebreaker Executive] in for has enabled us to go from zero to a full JV with an internationally recognized partner company within one year. Without [their] input , expertise and network we could never have achieved this extraordinary change of fortune.

### **Overall contribution / achievement of objectives**

[www.icebreakerexecutive.com](http://www.icebreakerexecutive.com)

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