Demand Metric

Who We Help

Is there a fit here?

Sound Like You?

Senior exec hired to put 'structure' in place for Commercial (Marketing, Sales & Product) organization - typically coming from a larger, more sophisticated organization.

- ✓ Transforming Marketing from a tactical 'Marcom' and 'Sales Support' function into a strategic driver of business strategy, NPD, lead generation and revenue growth

- ✓ Struggling to operationalize best practice 'Frameworks' for NPD/GTM

- ✓ Using spreadsheets to manage strategic plan & product launches

- ✓ Trying to create standardized, repeatable processes and upskill staff

- ✓ Investing in training but still working to change behaviors

Can You Relate to These Issues?

1 Limited Resources

Not enough hours in the day

Inexperienced team

Can't justify hiring staff

Understaffed department

Minimal formal training

Not investing enough into Marketing function

2 Lack of "Structure"

Not working from a defined strategic plan

Minimal consistency

Unclear responsibilities

Perception as cost-center

Processes not documented

No tools or templates

3 Chaotic Environment

Lack of visibility into projects

Poor communication between Marketing, Sales & Product

Staff are stressed / burnt out

Don't feel organized or proactive

Stuff is slipping through the cracks

KEY PROBLEMS

- Limited visibility & transparency

- Disorganized, reactive environment

- Not enough accountability

- Launches are slow and delayed

- Inability to measure productivity

- Inconsistent quality of deliverables

- Staff burned out and overworked

Root Causes

- Outdated processes / workflows

- Unclear roles & responsibilities

- No productivity metrics defined

- Templates not established

- Multiple systems / spreadsheets

- Approval processes not defined

- "Old school" management style

Desired Outcomes

- Achieve strategic plan objectives
- Exceed revenue growth targets
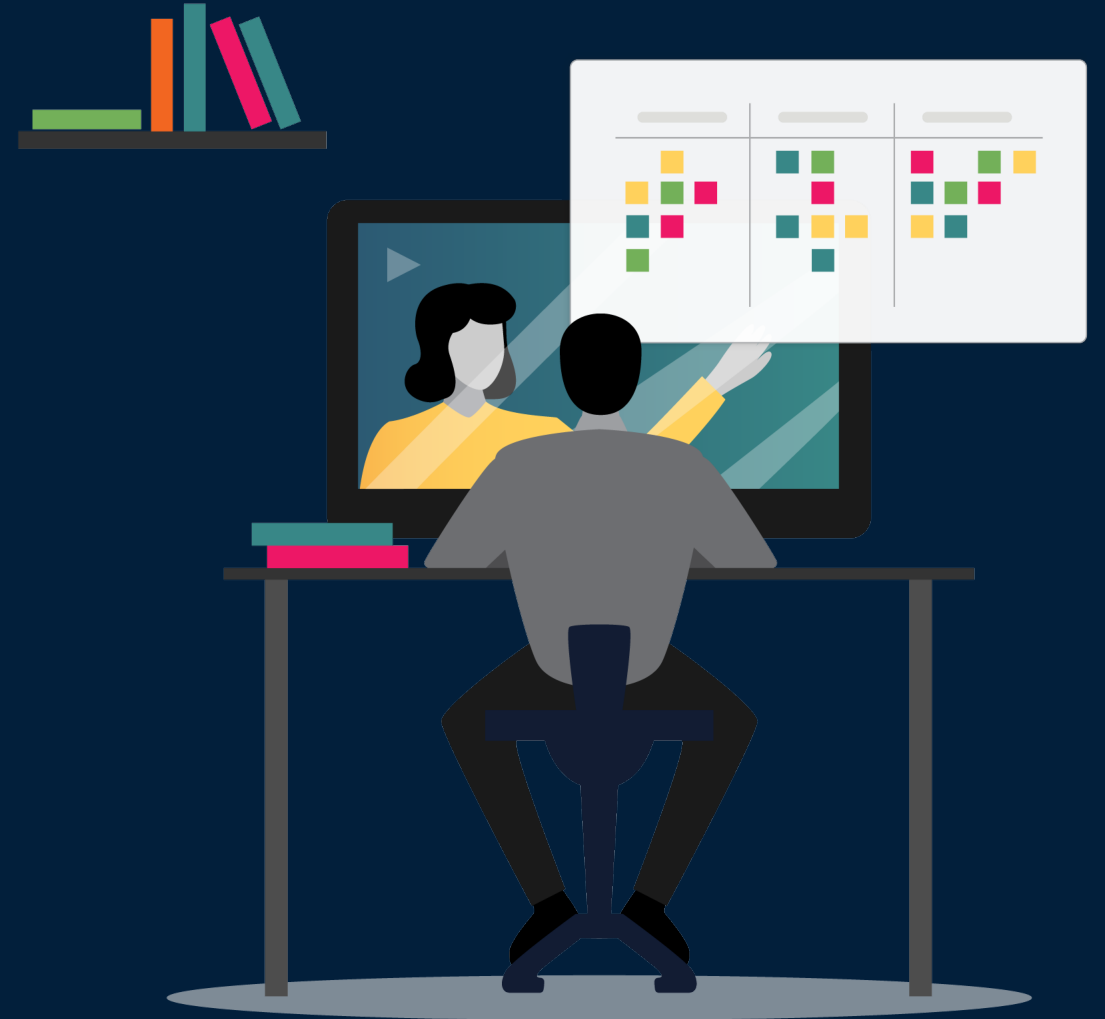- Standardize & optimize processes
- Launch new products faster
- Gain full visibility & transparency
- Transform from reactive to proactive

How To Get There

1. Recognize issues & root causes

2. Assemble your project team

3. Commit to rapid transformation

4. Hire expert advisors to help

5. Refine NPD & GTM processes

6. Train managers & staff on Agile

7. Implement GTM Ops platform

Success & ROI

- Get to market 1-3 months faster to gain incremental revenue & ROI

- Minimize risk of failed new product introductions and associated costs

- Accelerate Digital Transformation of Marketing, Product & Sales

About Us

Demand Metric

"We're a strategic partner, not just another vendor"

- Founded in 2006

- HQ: London, Canada

- 200,000+ members globally

- 7,500 all-time customers

- Strategic partnerships: AMA, AIPMM, ANA

Our Core Team

DEMAND METRIC

Jesse Hopps
Founder & CEO

John Follett
Co-Founder

Matthew Hunter
Co-Founder

Chelsey Shearing
Administrator

Lisette Gomez
Finance Director

Lauren Follett
Marketing Manager

Jake Jasper
Solutions Consultant

Phi Schmidt
Solutions Consultant

What We Offer

Demand Metric

- **Resources** (750+ Playbooks & Toolkits)

- **Platform** (Agile GTM Ops Software)

- **Training** (Private & On-Demand)

- **Advisory** (Process Optimization)

- **Support** (Ongoing Coaching)

A FEW OF OUR 7,500+ ALL-TIME CUSTOMERS

DEMAND METRIC

Want to learn more?

BOOK A FREE CONSULTATION

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