

# Business Transformation and Revenue Growth Services Focused on Solving Complex Problems

**18**

Years in  
business

**312**

Fortune 2,000  
clients served

**50+**

Start-up and  
venture-backed  
clients served

**92%**

Engagements  
with  
repeat clients

**\$27MM**

Average ROI  
per engagement

## When to contact Optia...



Projects where people-focused experiences or regulatory compliance may impact public perception



Programs that require expertise, experience, and objectivity to drive increased revenue



Initiatives that need a quick turnaround, such as new channel, product, service, people, program, or compliance activation



Programs that require experienced professionals to lead or support shared resources, activities, and stakeholders



Initiatives for talent development, new tool and process implementation, succession planning, and performance management

## Capabilities

- Sales transformation and revenue generation
- New channel development
- Loyalty programs
- Customer and employee experience
- Digital and business transformation
- Mergers and acquisitions
- Synergy realization
- Organization, people, and culture
- Risk and privacy
- Accelerator and “Test and Learn” programs
- Operations

**Optia**  
group

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Founded in 2006

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## Differentiators

- Rapid delivery
- Develop scalable and repeatable processes, tools, & discipline to drive operational efficiencies
- Cross-functional team collaboration including clients, vendors & partners
- Tier 1 diversity spend support
- Deep analytics and data-based storytelling
- Strong communication and change management skills
- Fixed scope and fee model
- Team-based approach averaging 15+ years of experience

## Our Clients



Optia gives back through involvement in a range of volunteer and not-for-profit organizations.



## NAICS Codes

- 541611 - Administrative Management and General Management Consulting Services
- 541612 - Human Resources Consulting Services
- 541613 - Marketing Consulting Services
- 541614 - Process, Physical Distribution, and Logistics Consulting Services
- 541618 - Other Management Consulting Services
- 541690 - Other Scientific and Technical Consulting Services