Business Transformation and Revenue Growth Services Focused on Solving Complex Problems

objectivity to drive increased revenue

When to contact Optia...

Years in business

312

18



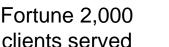
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Initiatives that need a guick turnaround, such as 🙀 new channel, product, service, people, program, or compliance activation

Programs that require expertise, experience, and

Projects where people-focused experiences or

regulatory compliance may impact public perception



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

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

50 +

Start-up and venture-backed clients served

92%

Engagements with repeat clients

\$27MM

Average ROI per engagement

Capabilities

- Sales transformation and revenue generation
- New channel development

performance management

- 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

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certified



www.optiagroup.com Founded in 2006

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Business Transformation and Revenue Growth Services Focused on Solving Complex Problems

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



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







United Way of Greater Philadelphia and Southern New Jersey



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