



COMPANY PROFILE

Strategy. Growth. Execution.

Executive leadership
and hands-on delivery





PACE AT A GLANCE

Senior direction. Practical delivery.

PACE combines strategic advice with executive ownership and hands-on execution. We work alongside your team to clarify direction, strengthen capabilities and deliver important priorities.

Leadership and delivery around your business needs



Where do you need momentum?

Bring senior direction and delivery capacity to the priorities your business needs to move forward.

01

A new market

An offer, a route and a launch plan

02

A stronger function

Senior ownership and a capable team

03

An important priority

Defined work and accountable delivery

Six practices. One business agenda.

The right expertise comes
together around your business
priority.

06

- 01 **Marketing leadership**
Strategy, positioning and demand
- 02 **Finance leadership**
Planning, cash and performance
- 03 **Commercial growth**
Revenue priorities and sales alignment
- 04 **Strategy & transformation**
Choices, capability and delivery
- 05 **Market entry & GTM**
Markets, offers and launch plans
- 06 **Partnerships & alliances**
Partner strategy and joint growth



Marketing leadership with hands-on execution

Fractional leadership or ongoing support



PRACTICE 01

Marketing leadership

Marketing aligned with your commercial priorities

Marketing strategy and team leadership

Brand positioning and messaging

Demand generation and lead nurturing

Field marketing, events and activation

Website content and campaign delivery

BUSINESS FOCUS

A clear plan. Consistent delivery. Visibility into pipeline.

Finance leadership

Clarity for your next business decision

Workstream	What we support	The decision it informs
Plan	Budgets, forecasts and scenarios	Resource and spending priorities
See	Cash flow and management reporting	Cash needs and operating performance
Decide	Performance reviews and finance processes	Actions, responsibilities and follow-up

Commercial growth

A shared focus on revenue

01

02

03

04

Priorities

Growth strategy
and priorities

Alignment

Sales and
marketing
around shared
goals

Value

Pricing and
customer
propositions

Performance

Pipeline reviews
and team direction

Clear ownership of growth, with regular reviews of pipeline and commercial performance.

Strategy & transformation

Clear choices. Accountable delivery.

01

Direction

Business strategy
and priorities

02

Capability

Operating model
and team alignment

03

Delivery

Roadmaps, governance
and change support

Market entry & go-to-market

Market

Where is the opportunity?

Customers, demand and competitive context

Offer

Why will customers choose you?

Differentiation and a clear value proposition

Route

How will you reach them?

Channels, partners and launch readiness



Partnerships & alliances

Partnerships with a commercial purpose

Partner landscape and priorities

Partner propositions and joint plans

Alliance development and enablement

Joint campaigns and activation

Partner performance reviews

Agreed activities and measures tied to business value.

Ways to work together

The engagement follows the work your business needs.

	Fractional leadership	Ongoing advisory & execution	Focused projects
Best fit	A function needs senior ownership	Recurring priorities need continuity	A specific brief or business initiative
Commitment	Agreed executive capacity	Retainer and agreed delivery capacity	Defined scope and milestones
Accountability	Team direction and performance reviews	Programme delivery and priority reviews	Deliverables, completion and handover

How an engagement works

01

02

03

04

Align

Clarify the priority and agree what progress means.

Shared brief

Scope

Set deliverables, capacity and responsibilities.

Agreed scope

Deliver

Work alongside your team with clear ownership.

Delivery plan

Review

Assess progress, resolve constraints and adjust.

Review decisions

Progress tied to your business

Measures agreed around your priorities and reviewed throughout the engagement.

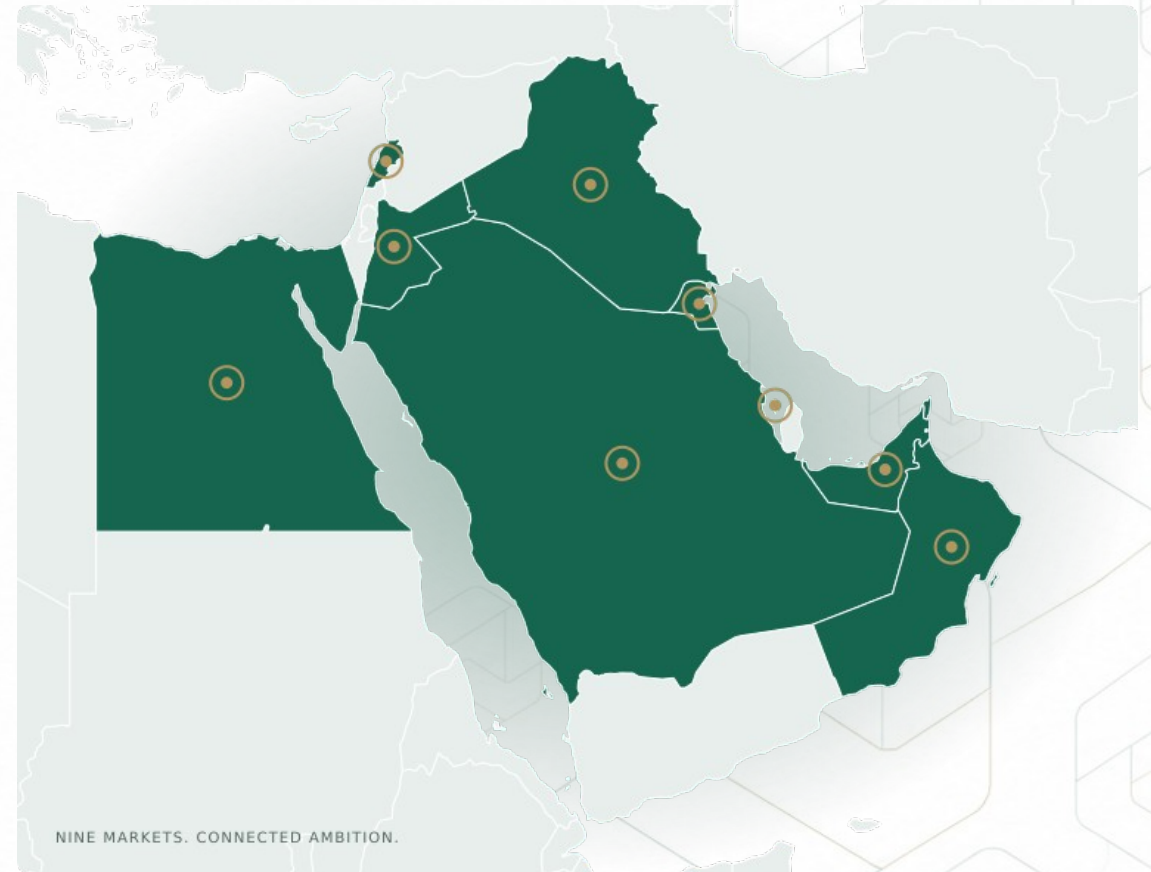
Priority	Example measures	Review focus
Growth	Qualified pipeline, conversion and target-account progress	Where commercial effort needs attention
Finance	Cash visibility, forecast quality and useful reporting	What the numbers mean for the next decision
Delivery	Milestone completion, issue resolution and adoption	What is progressing and what needs action

GCC and wider MENA

**Regional context.
Support shaped around
your business.**

Saudi Arabia, United Arab Emirates, Kuwait,
Bahrain and Oman

Jordan, Iraq, Lebanon and Egypt



Scope and delivery arrangements follow each engagement. Coverage does not indicate office locations.



YOUR NEXT MOVE

Your next business priority

Let's discuss the direction and delivery support your business needs.

Start a conversation

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