



Revenue Stalled? There's a Reason. We Find It. Then We Fix It.

Fractional Chief Growth Officer Services



How We Drive Growth

HEP brings executive-level growth leadership to companies seeking to scale revenue, expand margins, and increase enterprise value. Led by Alan Hixon, a CEO and founder with over 30 years of experience building, scaling, and transforming businesses, HEP partners directly with leadership teams to accelerate performance.

Our Six Pillars of Growth:

1. Strategic Value Narrative
2. Target Market Precision
3. Revenue Acceleration Assets
4. Strategic Growth Partnerships
5. Revenue Architecture
6. Performance Economics

Why Partner with Us?

- **Proven Growth Leadership:** 6 companies founded, 2 turnarounds, 4 acquisitions executed.
- **Scalable Success:** Startup to \$80m revenue, 500 employees, and 1,000 customers in 5 years.
- **Cross-Sector Expertise:** SaaS | Managed Services | Professional Services | Product
- **Hands-On Execution:** Fractional CGO leadership that converts strategy into measurable results.

Start With A Growth Accelerator Analysis:

A fixed-price, 4 to 6 week engagement that identifies what is limiting your growth and delivers a clear, prioritized roadmap for immediate action. You benefit from an experienced, independent perspective and the confidence to move forward decisively.

Recent Engagement:

Client: B2B technology and managed services.

- Increased Annual Recurring Revenue +40% within 12 months.
- Re-engineered pricing strategy to improve margins.
- Created ROI methodology to increase win rate.
- Redefined value proposition, accelerating sales velocity.
- Created an enterprise-class proposal for larger deals.
- Updated sales contracts to improve clarity and reduce risk.
- Created new referral, reseller, and channel partner programs.
- Supported capital raise preparation through investor materials.

Let's Accelerate Growth

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