

**HEP****Unlock Growth. Drive Profits. Transform.**

Fractional Chief Growth Officer Services



How We Drive Growth

Hixon Enterprise Partners (HEP) brings executive-level growth leadership to companies seeking to scale revenue, expand margins, and increase enterprise value - without the full-time cost of a senior growth officer. 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 through strategic clarity, operational discipline, and execution excellence.

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

Recent Engagement (12 months):

Client: Tech-enabled Managed Service for Windows computer & server management and ransomware recovery.

- Increased Annual Recurring Revenue +40% within 12 months.
- Re-engineered pricing strategy to improve margins.
- Redefined value proposition and sales narrative, improving win rate and differentiation.
- 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 and signed multiple partners.
- Designed and executed targeted field events to accelerate qualified pipeline growth.
- Supported capital raise preparation through market positioning and investor materials.

Why Partner with Us?

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

Let's Accelerate Growth

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