



COMPANY OVERVIEW & CAPABILITY STATEMENT

DIAGNOSE THE REAL CONSTRAINTS. ALIGN LEADERSHIP. EXECUTE FOR GROWTH.

🔍 ASSESS THE WHOLE BUSINESS

🎯 PRIORITIZE WHAT MATTERS

📋 EXECUTE WITH ACCOUNTABILITY

THE PROBLEM IS RARELY ISOLATED.

Stalled revenue, shrinking margins, missed goals, inconsistent execution, leadership friction, and an inability to scale often come from several interconnected issues, not one isolated sales, marketing, or operational problem.

Transforming Business Solutions helps owners, founders, presidents, CEOs, and investors identify the true causes of underperformance and turn those findings into an executable plan. We evaluate the whole business, establish priorities, align leadership and resources, and support implementation through clear ownership, milestones, operating cadence, and measurable results.

WHO WE SERVE

Privately held and PE-backed B2B companies, generally \$1M-\$50M in revenue, that are stuck, declining, not scaling, preparing for growth, or not yet ready for investment or exit.

Core industries include HVAC, manufacturing, construction trades, software and SaaS, and related technical or service businesses.

WHAT WE ADDRESS

- Revenue growth, profitability, pricing, and margins
- Sales, marketing, pipeline, and go-to-market
- Operations, processes, capacity, and execution
- Product, service, market, and channel strategy
- Leadership alignment and accountability
- KPIs, dashboards, technology, and AI readiness
- Scalability, exit readiness, and enterprise value

HOW WE WORK

- 1 Assess the current business and identify root causes
- 2 Prioritize the highest-impact constraints and opportunities
- 3 Build a practical roadmap with owners, milestones, resources, and KPIs
- 4 Support implementation and establish the cadence needed to sustain progress

WHY TBS

Terry Sutherland brings more than 30 years of operating leadership across strategy, sales, marketing, product development, engineering, operations, and organizational transformation. His experience includes building and fixing divisions, leading a \$1 billion global business, developing markets and channels, and advising investors and business leaders since 2009.

OPERATOR EXPERIENCE

Strategy to execution
Whole-business perspective
Measurable accountability



Start with a confidential business-growth conversation or structured assessment to identify what is truly limiting performance.

SCHEDULE A CONVERSATION

transformingbusinesssolutions.com/contact

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