INTERIM CEO, CRO, AND GROWTH LEAD FOR PE-BACKED COMPANIES

Rick Ables



When a portfolio company is missing its revenue plan, I step into the seat and run the fix. 90-day sprints, in the building, accountable to one number.

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$64.5M to $131M
VIEMed (NASDAQ: VMD), 6 states to 48 in 18 months

$7M to $21M
Dowdle, seven-year plateau broken in under a year

$0 to $140M+
ADP, new product launch in about 9 months

$20K to $200K
Mobile Coach monthly revenue, enterprise AI since 2013

Three ways in

Revenue Diagnostic — $20,000 fixed

You don't know why. Missing plan or just acquired. Three weeks to a written diagnosis and 90-day plan for the CEO and sponsor. A Sprint after it starts building on day one.

90-Day Revenue Sprint — From $25,000/mo

The leader needs help. Part-time, about three days a week, alongside the current sales leader. Accountable to one agreed number. Fixed fee, or a lower fee plus a performance kicker.

Interim CEO, CRO, or CGO — From $35,000/mo

There's no leader. Full-time, three to nine months. I take the title and run the team. Converts to the permanent seat with no placement fee.

> **You get me.**
> Not a partner who sells it and an associate who delivers it. Contracted through Nimble Rhino, LLC, my firm since 2001. A maximum of two engagements at a time.

The work, by the numbers

VIEMed Healthcare, Chief Growth Officer.
Joined a 6-state, 6-rep field org with no CRM. Built the territory system, a 16-person inside sales team, and a 100+ person clinical sales team. $64.5M to $131M.

Dowdle, embedded CEO.
Full P&L, 60 people. Built channel-level margin, fixed single-source manufacturing, raised prices 25%. $7M to $21M in under a year.

ADP, Senior Director, Strategic Alliances.
Launched an ACA compliance product with campaigns at the top 50 U.S. PE firms and their portfolio companies. $0 to $140M+, $41M closed personally.

PE-backed dental SaaS, 50,000-practice base.
AI vision and 90-day commercial operating plan, delivered to the CEO, CFO, and a sponsor board member.

Have a portfolio company behind plan? Twenty minutes is enough to know. rickables.com/contact