



CLIENT PROFILE

In 2002, Bob Good leveraged his 25 years of hands-on executive experience in sales, marketing, operations and management to form Good Leads® providing clients with qualified sales lead generation, telemarketing, and out-bound calling, and market validation services to a variety of B2B clients in technology and government sectors.

SITUATIONAL ANALYSIS



At start-up, Bob Good approached Jack Harrington of Franklin Management Services to fulfil its CFO requirements. Good Leads needed someone with the financial acumen and expertise across strategic planning, financial modeling and finance department operations to cash management, budgeting and financial analysis.

PROCESS & SOLUTION

Franklin Management Systems is providing the CFO services monitoring and maintaining all of the legal financial requirements, tax preparation and filing, financial management and core accounting duties.

RESULTS

Financially stable. Consistent growth.
