



**GROW faster**  
**GROW profitably**  
**GROW more creatively**

## Proven track record of assisting businesses in all stages of development

We have served more than 250 businesses and investors in a variety of industries.



**RevPoint**



**CIVICHEALTH**

LAW OFFICES OF  
**GALLIGAN & NEWMAN**

**HCA**  
Hospital Corporation of America®



## Launching new companies

One of our specialty areas is working with seed, start-up and early-stage ventures. A number of our clients begin with little more than a big idea and a lot of enthusiasm. We know how to multiply existing resources and develop a strategic plan to give your company the right direction and introductions.

## Growing existing businesses

Many of our clients are existing businesses that are pursuing new growth opportunities. They seek our professional services to identify emerging opportunities and maximize results.

## Business growth services

Most often, we assist our clients with one or more of the following:

- Strategic planning and implementation
- Executive coaching
- Sales and business development
- Marketing and communications
- Fundraising strategy and investor relations
- Identity creation, messaging and branding
- Website and collateral development
- Social media planning and execution
- Content creation: white papers, case studies, business plans, presentations, etc.
- VIP events

---

## OUR APPROACH

---

### Personal attention

Our firm offers highly individualized services, all of which are implemented under the personal direction of the company's founder and CEO, Laura Campbell.

### Teamwork

Our firm has a talented group of associates, excellent connections with national business leaders, and established relationships with trusted vendors. By tapping into the resources of our network, we can act quickly to meet any situation that arises.

### Flexibility

We realize that no two clients or projects are alike. We always create original solutions for our clients and never use a cookie-cutter approach.



## Here's what our clients are saying

"Laura Campbell is a business growth, strategy and marketing guru with both a great touch for and phenomenal experience with entrepreneurial companies. Laura's sensibilities for what and how both customers and investors think about companies are second-to-none because Laura was a VC in the not-too-distant past. We will continue working with Laura Campbell forever and amen, and I will be hiring her again at my next company, wherever and whenever that may be. I cannot recommend Laura or her work any more highly."

— *David Frederiksen, CEO of PatientFocus*

"Over the past two decades, Laura Campbell and her team have assisted many of the companies I have invested in with growing their businesses. Laura's insights and unique background in building companies, finance and communications are always extremely valuable. That's why I recommend Laura time and time again. She is gifted in working with entrepreneurial ventures and a real pro at helping businesses communicate with both investors and customers. The value and personal attention she provides to clients is outstanding."

— *Luke Simons, Former Co-head of J.C. Bradford & Co. and Investor*

"Having known Laura Campbell for more than 20 years, what impresses me the most are her extremely high integrity and innate understanding of how to grow businesses. Laura has that rare combination of strategic, financial and communications skills that can envision and articulate the future of a business while still staying grounded in today's financial realities."

— *Dick Ragsdale, Co-founder of Community Health Systems and more than a dozen businesses*

"I could not be more pleased with the services provided to my company by Laura Campbell and her partners. Laura was extremely skilled in assessing our messaging and strategic positioning in the marketplace and providing a solid foundation for our future growth. Her work has better aligned our team, transformed our marketing efforts and positively impacted sales. Laura was able to quickly understand the intricacies of our business. She is creative – yet practical – and very responsive."

— *Richard Otto, CEO of multiple public and private companies*

"Over the past ten years, I have engaged Laura Campbell and her firm to assist the management teams of several companies of which I have been involved. I am also on the Board of another venture that uses her services. I have been thoroughly impressed with Laura's knowledge and professionalism, the quality of her work, and the way she personally handles the details of client engagements. Laura anticipates needs, effectively manages projects and provides a great value to customers."

— *Jeff Pate, EVP of W Squared and Entrepreneur/CEO*

"Over the last several years, Laura Campbell & Associates has assisted me with several of my businesses. When I was first referred to Laura by another CEO, Laura immediately met with me and was able to quickly understand my ventures, their needs and my personal business philosophy. Laura and her team have been very knowledgeable, a pleasure to work with, and have provided a great value to my businesses. I especially appreciate working with Laura because she personally handles my businesses and is extremely responsive and confidential."

— *Toby Gray, CEO of multiple businesses, Investor*