



solving your  
startup and growth  
marketing & capital challenges.

## • cat•a•lyst •

“An agent that provokes or speeds significant change or action.”

- Merriam-Webster

• **Robbie Cordo** acts as a catalyst, or “change-agent”, for startups and emerging growth businesses. He drives change and triggers actions that create success.

Investors and management must understand why their products and services are needed, and by which target markets. They need to clearly define their “Value Proposition” and ensure that potential clients need, and want, it. Robbie helps achieve this clear vision by evaluating the market opportunity and his client’s current position in the market. He helps clients create strategies and tactics that achieve their business and capital goals.

Robbie Cordo provides key advisory services to management, business owners & outside investors of startups and emerging growth businesses. Experienced in all three roles, he works effectively with all stakeholders.

## Services:



Robbie is an experienced executive who has positively impacted many businesses in his multi-faceted career. He has excelled in leadership positions in marketing, sales, finance & technology.

Robbie has succeeded as the Sr. Marketing Director at a Fortune 500 company (Cray Research); the CEO of a tech startup; an investment banker; and a startup catalyst.



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