

DISCOVER THE MANY WAYS WE CAN GUIDE YOU TO GREATNESS.

Our deeply experienced, on-demand finance & accounting, and marketing leaders, advisors and consultants integrate seamlessly with your team—to provide the support your company needs to realize its many ambitions.

No matter the size of your company or the scale of your undertaking, we offer wide-ranging skills and specialized financial management, accounting, and marketing solutions to accelerate your business's profitable growth.

LAUNCH

YOU'VE SEEN THE FUTURE. NOW GO GET IT.

Align your finance & accounting, and marketing strategies and operations with your roadmap. Working with over 800 emerging growth companies—early-stage and high-growth startups—we have developed strong finance & accounting management, and market and product positioning that take startup capital further, while weighing financial risk and keeping an eye on costs. We'll help you cost-effectively build brand awareness and market your idea to the investor community through simple yet compelling pitch materials and outreach campaigns.

SCALING UP

PROPEL TO THE NEXT LEVEL.

With organizational maturity comes higher demands of ever-increasing complexity, as your company makes progress on strategic changes and expansion plans. To navigate the twists and turns of this phase we enhance the infrastructure underlying your business, with a stronger finance & accounting framework, to meet increased investor demands and audits. We also ensure your marketing strategy is effectively executed, and that your marketing processes and systems can scale with your business.

GO BEYOND

IT'S A WHOLE NEW WORLD.

RoseRyan can get you through transformational transactions, such as an M&A deal or IPO, and prepare your team for the new time frames and more sophisticated expectations on the other side. We'll help you with due diligence, purchase price accounting, integration and more, to solidify your expanding position in the market. And we'll get you going on scaled advertising and paid media campaigns, performance marketing, develop your martech stack, optimize the marketing organization structure and processes, and ensure the effectiveness of your advertising and paid media.

SUMMIT

WELCOME TO THE BIG LEAGUES.

Your expanding business continues to evolve. You need guidance and support as you navigate your way through finance & accounting, and marketing strategic decisions, increased complexity, and occasional personnel changes. We provide practical, proven solutions for restructuring, divestitures, spin-offs, acquisitions, complex accounting transactions, process improvements, product innovation and new product launches and more—while filling in any skills and leadership gaps among your finance & accounting, and marketing teams.

OUR SOLUTIONS

RoseRyan's tailored, versatile advisory expertise—backed by our Silicon Valley credentials—has helped launch and scale some of the most successful businesses and brands in the world.

We offer a full complement of on-demand leadership and professional advisory services that address finance & accounting, and marketing challenges, to take your business toward profitable growth and lasting success.

FINANCE & ACCOUNTING SOLUTIONS

STRATEGIC ADVISORY SERVICES

- Financial, corporate, fundraising and scaling strategies

OUTSOURCED ACCOUNTING & FINANCE

- CFO full-stack team for emerging growth companies
- Staff augmentation
- Foundational processes

INTERIM FINANCE

- Financial leadership and team mentoring

CORPORATE GOVERNANCE

- Sarbanes-Oxley preparation and support
- Internal audit projects

STRATEGIC PROJECTS

- IPO and M&A support
- Audit preparedness
- Financial statement restatements
- Implementation of new accounting pronouncements
- Technical accounting memos

MARKETING SOLUTIONS

STRATEGIC ADVISORY SERVICES

- Market structure analysis
- Marketing and product positioning and strategy
- Competitive analyses

INTERIM MARKETING

- Fractional and interim leadership
- Brand strategy and brand management
- Advertising and paid media development and management
- Performance marketing
- PR and earned media support

MARKETING PROCUREMENT

- Agency searches and selection
- Compensation benchmarking
- Martech stack consulting/optimization

SALES OPTIMIZATION

- Goal setting
- Sales and marketing alignment
- Organizational optimization
- Process improvements
- Sales effectiveness

MARKETING SERVICES

- E-commerce consulting
- Brand and product positioning
- Market research
- Advertising channel and messaging pre-, post-campaign testing

MARKETING EFFECTIVENESS

- Evaluation of go-to-market strategy
- Assessment of marketing and sales operations
- Advertising and paid media effectiveness

ABOUT ROSERYAN

Award-winning RoseRyan is a ZRG company offering on-demand leadership, advisory and consulting services in the finance & accounting, and marketing disciplines out of Silicon Valley. Since 1993, our deeply experienced and innovative consulting professionals have unlocked the potential of more than 1,500 companies through outsourced, customized, and full-stack solutions.

Find out more at www.roseryan.com

SERVING
MORE THAN
1,500
CLIENTS

RATED
4.7/5
BY CLIENTS

GUIDING
CLIENTS SINCE
1993

FIND US AT
roseryan.com

sales@roseryan.com

510.456.3056 x 400

GUIDING YOU TO GREATNESS

ROSERYAN
a ZRG company