

## **IGNITE Advisory Group and 151 Ventures Bring Customer Advisory Boards & Business Development to SMBs**

*By IGNITE Advisory Group*

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*IGNITE Advisory Group and 151 Ventures partner up to offer small to medium-sized businesses customer advisory board and business development services.*

IGNITE Advisory Group, a specialized consulting firm focused on empowering sales teams at small-to medium-sized (SMB) organizations; and 151 Ventures, a global, execution-focused advisory firm, providing growth stage organizations expertise, relationship connections and hands on executive talent to drive these organizations to profitability and market success; today announced a formal partnership to bring Customer Advisory Board (CAB), Partner Advisory Council (PAC) and business development services to SMBs across the U.S.

“IGNITE created an Executive Customer Council for us that brought a number of executives together to discuss current business drivers and how Millbrook could help them improve their business performance,” said Jack Plunkett, President, Millbrook Inc. (a business intelligence software vendor for property and casualty insurance carriers). “The Executive Customer Council far exceeded our original expectations, and we are extremely pleased with the results and professionalism of IGNITE. In fact, we are now talking directly with the C level executives and are on our way to closing a major deal.”

The two firms will work together to bring a unique value proposition to clients. They will empower management teams with the tools they need to drive enhanced business performance, and likewise will bridge the gap between sales forces and senior decision makers at their target customer and prospect organizations by leveraging customer advisory board, partner advisory council, user group and executive forum services.

“As the technical founder of a Mobile Compliance Software company I needed experienced help to grow the company,” said Mitchell Balsam, CEO, CommonDesk, LLC. “However, my company’s cash flow did not support my needs for hiring a full time executive level team. By using the 151 Ventures team, I was able to refine my business and operational plans, focus my sales efforts and launch a channel partner program. The result was a 250% increase in my revenues in less than six months. As a result of their participation, I was able to hire additional technical resources and my business continues to expand. Their ability to leverage their resources and industry connections is unmatched. For less than the cost of single new hire I got the execution resources of an entire team.”

### About IGNITE Advisory Group

IGNITE Advisory Group helps small- to medium-sized businesses create high-level sales opportunities by fostering non-threatening executive interactions with C level customers, channels and prospects. IGNITE offers a suite of services for the facilitation and management of a customer advisory board, partner advisory council, user group and executive event. The company serves a broad range of customers, with a specialization in the B2B high-tech industry.

### About 151 Ventures

151 Ventures is an innovative advisory firm that provides early and growth-stage technology, media and financial services organizations with hands on talent, expertise, customer and distribution connections traditionally only available to large, well-established organizations. We help organizations rapidly transform ideas and business plans into marketable revenue generating products and services. Our principals have held senior management positions in companies ranging from start-ups to Global Fortune 500 enterprises in Financial Services, Information Services, Mobile, Wireless and e-Commerce platforms. In addition to having served in Senior Management roles, the 151 team members have decades of corporate finance, marketing, sales, business development, technical, executive search and hands-on business building results and revenues. For more information please visit the Company website at <http://www.151ventures.com>

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Category	Technology
Tags	customer advisory board, advisory board, user group, executive forum
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