

Marty Koenig Bio



Marty Koenig is an author, educator, and speaker and was nominated for the 2011 Denver Business Journal CFO of the Year.

Marty is Founder and CEO of CxO To Go LLC. He helps business owners who are struggling with their company's growth, so they can build the company of their dreams. One that makes them a lot of money, and gives them more time away from their business with their family and friends.

What makes him unique is he teaches the owners and leadership team how they can do even better work. Marty rolls up his sleeves and does actual work, rather than just telling biz owners what they need to do. Plus, he's not looking for a job, this is his job and it's all he does - helping entrepreneurs and business owners grow into a highly successful business.

Marty Koenig has experience with companies as small as \$100,000 and as large as Fortune 30. He re-architected, grew and sold businesses, has led multibillion-dollar contracts with Fortune 100s and personally helped dozens of small companies get capital attractive.

He leads company growth and success in just about every area: leadership, change management, finance & accounting, business development, project management, operations, sales, marketing, turnarounds, capital strategy and achieving maximum value for your company. Marty often performs as Chief Financial Officer, Chief Operating Officer, and Chief Strategy officer for his private clients.

Mr. Koenig is a lifetime business practitioner who now uses his experience to help other companies create success. His company, CxO To Go provides mentoring and consulting for Business Owners, CEOs, and their growing businesses.

He loves what he does for a living, because he gets to work with so many great, world-changing people and help them succeed in their business. He and his team is dedicated to building financial, operational, strategic and technological excellence for small/mid size business owners. Marty has over 29 years of diversified experience in private and public companies, from startups and mid-size firms to multinational Fortune 30 companies including senior executive and management at AT&T, General Electric, NCR Corporation and StorageTek. His clients have included Southland Corporation (Seven-Eleven), JC Penney, Bank Boston, WalMart, Verizon, Echostar/Dish Network, San Diego City Schools, and more.

From pre-funded startups to \$50M revenue, he has worked in these industries:

Banking	Retail	Services
Trades	Consumer Goods	eCommerce/eRetail
Software	Food	Distribution
Building	Electronics	Telecommunications
Manufacturing	High-Tech/Green	Health Care
Professional Services	Public Schools	Governments

This diverse experience gives his customers a wide range of experience he applies to any industry. Marty works with the business owner to create goal clarity, direction, then velocity, and to help them build company value so they can get a BIG CHECK when they sell or pass the business on.

Prior to CxO To Go, Marty was partner in a national firm for three years providing financial and operational professional services to small/mid size businesses. Before that Marty took over a \$30M Fortune 50 operation and **grew it to a \$150M business**, hiring new management teams in nine regions and hundreds of employees. He was responsible for all internal financial planning and operations, sales, human resources, product development, new product launch, field operations and go to market strategies. What this means to his customers is that he has:

- Built organizations from the ground up - *those that want to grow*
- Helped companies that want to grow their operation and sell their company - *those that are growing*
- Worked with companies that are already huge - *those that have grown*

Marty has **managed during periods of rapid growth** and through significant downturns. He has directed expansions and contractions of personnel, information systems, physical locations and working capital, enabling companies to meet the challenges facing them. While serving on the board of directors and CFO or COO at a handful of small/mid size companies, he contributed to direction-setting management sessions, put together funding documents, successfully raised capital, instilled financial sophistication, built business and marketing plans, and performed product development successfully launching new products and services nationally and globally.

His integrated approach treats **leadership, management and technology as highly coupled entities** to solve company problems of any size and scope. Marty is generally involved in helping the company and owner with planning and executing strategies for financial improvement and business results. He loves to educate and coach. He works well at any level in the organization, respecting each member for his or her contribution.

Marty earned an engineering degree from ETI Technical College, Bachelors and Masters Degrees in Management from Antioch University in Ohio. He was certified PMP (Project Management Professional), a Certified Microsoft Professional Accountants Network advisor and was Certified QuickBooks ProAdvisor. Marty serves on several boards of advisors for startups and volunteers as a chairman of the Colorado Financial Executives Network.

~ Nominated Finalist for Denver Business Journal 2011 CFO of the Year

~ Search him here: <http://vizibility.com/MartyKoenig>

~ See his new biz book with his partner Keith McAslan. Download free chapters here: <http://bit.ly/i1vcf7> and our other books here: www.buchananpublishing.com

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