

Design and Execution, not just advice but action and **RESULTS!**

Past Successes

- ⇒ Participated in the launch of five separate startup companies, three as the CEO.
- ⇒ Launched eight successful information technology products with no failures, including FIRST CALL and other brand name products that have dominated their competitors for many years.
- ⇒ As CEO brought an e-commerce business from initial conception, in January 1999, to profitability in less than 18 months using 1/10th the capital of a failed competitor.
- ⇒ Founder and CEO of a consumer multimedia information service company, which grew to 150 employees, and \$156 million in annualized sales, before selling it to an investment group.
- ⇒ Executed a turnaround of a failing early stage company with no recurring revenue and significant debt.
- ⇒ Launched several products internationally with a focus on European and Far East markets.

A 100% Success Rate For New Product Launches!

Sample Experience & Clients

- ❑ Thomson Financial (5 Divisions)
- ❑ Boston Consulting Group
- ❑ Technology4Kids.com
- ❑ Envoy Systems
- ❑ HomeView
- ❑ Computer Learning Corporation
- ❑ Business Research Corporation
- ❑ ISI Systems
- ❑ Addison Wesley
- ❑ Numerous venture capital firms

Investments

Mr. Norton invests in early stage technology companies and residential apartment buildings. He has invested as little as \$10,000 and as much as \$750,000 in a deal. Investments are only in entities where Mr. Norton has some level of active participation.

What Past Clients And References Say

“In building First Call Corporation, Bob Norton, my Vice President of Engineering, was my secret weapon in getting a really audacious job done not only on time and under budget, but done so well that it revolutionized how equity sales was done on Wall Street. His abilities to understand complex requirements, to synthesize elegant solutions, and then to manage a team to get it done, are still the best I’ve ever seen.”

— Jim Rutt, Ex-CEO Network Solutions

“The best CEOs require 8 weeks to get up to speed on a new company and market. Bob did it in less than six weeks so our portfolio company could be repositioned quickly and effectively.”

— Senior Partner, Venture Capital Firm

“Mr. Norton is a true visionary who can also execute. Few people have the ability to do both.”

— General Partner, Investment Banking Firm

“I met Mr. Norton when he was a 29 year old CEO founding his first company and I was 59. I always said he was 29 going on 60 because his wisdom, experience and ability always far exceeded his years”

— Investor and Former CEO of a large oil company



Phone: 508-381-1450

Email: bob@CLevelEnterprises.com
www.CLevelEnterprises.com



- ⇒ Advisor/Coach to CEOs and Boards
- ⇒ Interim and Consulting CEO
- ⇒ Private Investor
- ⇒ Independent Director
- ⇒ Venture Capital
- ⇒ Product/Market Positioning

C•Level Enterprises helps companies launch new products, solve problems and find and develop new opportunities, while positioning them for sustainable competitive advantage and profit. CLevel has been helping companies since 1983 with creative solutions for growth companies, small and large.

Why Might You Need A Consulting CEO?

1. FACT: If you have not built a company before you cannot possibly know what you don't know.
2. You don't want to bet your company that you will get everything right the first time without some help and specific experience.
3. Even with 80 hour work weeks you don't have the time to do everything.

Would you walk into a legal trial without an experienced attorney to represent you? Would you let a new medical school graduate perform their first brain surgery on you alone? Of course not! However, many entrepreneurs who start a company print "President" on the door and do just that. They tackle huge new problems without any experience as a CEO in one of the most complex, expensive and risky things they will ever do!

Consultants are plentiful, advice is easy to get, it can be free or VERY expensive, but is it from someone who has success in the past doing exactly that job? Not just as a 'consultant' but with full responsibility for success? In this environment mistakes can be fatal so don't make this mistake.

No wonder only 6 in 1,000,000 ideas will ever reach an IPO. Contrary to popular belief only one in ten venture backed companies will reach an IPO and 60% will go bankrupt after receiving VC funding. Only about 10% will go public after VC funding! The odds are stacked against you, so don't learn the hard way all the lessons that someone else has already learned. Don't do the riskiest and most expensive thing you might ever do without a little guidance from someone who has "done it before."

What is a CEO's Job?

The answer may surprise you at:

WWW.CLevelEnterprises.com/WhatistheCEOsjob.htm

What Kind of Experience Will Raise Your Odds of Success Dramatically?

Mr. Robert Norton, President and CEO of C•Level Enterprises has 14 years as full-time President and CEO of numerous successful high technology companies which have grown from \$0 to over \$1 billion in revenue. His experience spans all key disciplines needed to start, grow and exit businesses in several industries. Therefore he can provide a breath of experience and perspective most professional consultants, who would generally focus on a single discipline, cannot.



Most large problems require some experience and scope in technology, marketing, sales, finance and strategic planning to

pull it all together and get an integrated and executable solution. No expert in one discipline can effectively take into account all other departments' issues.

With 22 total years experience in high-tech companies, including former positions as Senior Software Architect, VP Engineering and CTO, Mr. Norton can understand deep technical issues and strategic management issues. So often product and marketing issues are interwoven and multidisciplinary experience is required to effectively solve problems. Mr. Norton's breath of experience allows for complete validation and/or improvement of entire business models for maximum growth and profit.

What would 20% to 100% improvement in your sales do for your business?

A FULL-TIME CEO & PRESIDENT FOR 14 YEARS WITH MULTI-INDUSTRY SUCCESS.

C•Level Enterprises performs the following services for client companies to help them achieve their business, financial and strategic goals:

- Interim President (Full or part-time)
- Counselor/coach to CEOs and Presidents
- Independent Director
- Financing and Venture Capital
- Strategic/Business Plans and Presentations
- Product Development and Market Positioning
- Market and Business Model Validation
- Positioning and Vision Enhancement
- Turnarounds and Restarts
- Competitive Intelligence and Analysis
- Private Investment and Due Diligence
- Facilitation of Offsite Management

Sessions:

- ✓ Strategic Planning
- ✓ Crisis Management
- ✓ Product Extension
- ✓ Teamwork Improvement
- ✓ Benchmarking
- ✓ Creativity Enhancement

Where Can Your Business's Value Be Enhanced?



**A Few Hours a Week With
Someone Who Has Done It Before
May Be the Difference
Between Success and Failure**