



Greetings! Here is a brief overview of our firm as of June 19, 2020.

ExecHQ™ is a North America consulting firm consisting of executives with C-Suite (CxO) experience (CEOs, COOs, CFOs, CMOs, CGOs, CROs, etc.). During this past week we just added our 110th Executive Consultant to our firm since we began in March 2019. We now have executive consultants in 27 U.S. states, British Columbia, Quebec, and Ontario Canada. Of the 110, about 20 of those have joined the ranks of our valued “alumni” who have taken full-time positions, have started with new business opportunities, or have had to step out of the workplace for a while as they are dealing with significant health issues within their families (our hearts and prayers go out to those who are having to deal with this). We have also had two or three where what we do is just not their “cup of tea.” So as of today, we have about 90 active executive consultants. Based on our current pipeline, we expect to have around 200 executive consultants by early 2021. We are also looking to expand our footprint to Europe and other parts of the globe as it makes sense.

Over the past 8 years, I have been heavily involved with CFO consulting services (for the past five years prior to founding ExecHQ™, as a senior partner with a firm having over 230 CFO consultant partners in the U.S). Throughout my career, I have observed the pros and cons of various types of organizations that I have seen in the consulting world...and, in March 2019, decided to create a firm that I felt brought in the best combination of practices and culture.

When we started ExecHQ™ in March 2019, we built the firm based on the following foundational principles:

1. Our desire is to have a fun, entrepreneurial environment where our executive consultants and their families are our #1 priority, and clients a very close second.
2. Our executive consultants own their own businesses, own their own client relationships, and have the autonomy to decide on their own billing rates, fee structures, services provided to clients, etc. Our executive consultants also have the flexibility to what is best for their families and to provide the best solutions to their clients.
3. At our heart, we firmly believe that we will be successful by being willing to listen, to learn, to search for the root cause of issues, and to be focused on helping people...even if in some small way...in an effort to build relationships. We would rather be building relationships and helping people than selling ourselves, handing out fancy color-glossy brochures or walking people through pushy PowerPoint presentations.
4. Our executive consultants are highly involved in the client acquisition process, and they are responsible for billing and collecting from their own clients. As a result of this substantial involvement, our executive consultants retain 97% of the amount that they bill to their clients. The remaining 3% of collections from clients is paid to ExecHQ™... and that fee funds the work we do at the corporate level (recruiting, training, mentoring, coaching, lead generation campaigns for individual consultants, development of strategic national and regional alliance partner firms in North America, business cards, email, intranet, website presence, legal templates, core software tools, 7-day per week receptionists...yes, live human beings answering our calls, etc.). Our executive consultants can set their own schedules and work as much or as little as they want each year (although we expect them to earn a set minimum amount per year so that we are not getting 3% of zero revenues). Note: The 3% fee applies to consultants based in the United States. Executive consultants in Canada pay a flat fee amount per month (there is no percent of revenue calculation).
5. Although each consultant is individually responsible for bringing in their own leads and clients, ExecHQ helps in several ways. For example: a. extensive training and coaching on network building and client acquisition, b. some supplementary lead generation marketing campaigns, c. leads from strategic alliance partner firms, websites, social media, d. opportunities to work with other consultants within the firm on their client projects, or to receive leads from other internal consultants.
6. Our firm has developed a large and growing network of strategic alliance partner firms (SAPFs) who work very closely on an ongoing basis to provide a. solutions to our clients that we don't intend to develop internally, b. education to our team, and c. leads and introductions to each of their clients and contacts. Our SAPFs include well-known M&A firms, wealth management firms, software and service vendors, and other companies who

provide services such as cyber-security, Chief Information Security Officer services on an outsourced basis, big data analytics for small to mid-tier companies, CPA firms, etc. As of November 2019, we are now officially part of the BDO Alliance. BDO is the 6th largest CPA firm in the world and we are proud to be officially part of their alliance of over 230 firms (a majority of these other firms are small to mid-tier consulting and CPA firms in the U.S). We also have strong alliances with other CPA firms that are not part of the BDO Alliance.

7. Our firm provides many benefits to its team of C-level consultants. These include a. access large group health, dental and vision insurance through Cigna, b. free identity theft/restoration services, c. discounts on Verizon wireless services, d. substantial discounts for various products and services in North America, e. free continuing professional education, f. free use of office space (through our BDO Alliance relationship), and more...

ExecHQ™ is looking for entrepreneurial executives who fit in one of three categories:

1. Individuals who have been highly successful in providing C-Suite solutions for many years (e.g. CEOs, CFOs, COOs, CTOs, CMOs, Chief Innovation Officers, Chief Administrative Officers); individuals who have an entrepreneurial mindset and are skilled in bringing in and retaining their own clients.
2. In addition we are also currently bringing in C-Suite-experienced people who have a high level of expertise...but want to be more successful in the acquisition and retention of their own clients (for these first two categories we provide comprehensive training, mentoring and coaching as well as some supplementary lead generating ad campaigns).
3. The third category of people are experienced C-Suite professionals who want to work for our clients, but don't have a desire to join our executive consultant team or learn our methodologies to recruit and retain their own clients. Those individuals in categories 1 and 2 get first preference on all incoming leads, so those in this third category are looking to be on call for any overflow work.

Here is an overview of some of the solutions that we have provided to businesses over the past several years:

<https://www.exechq.com/shop>. See our current Executive Team at <https://www.exechq.com/executive-team>.

If you have in interest in learning more, please email your resume to solutions@exechq.com. Or you can submit information online at: <https://www.exechq.com/careers2>

One note about our name. Our original name was CEO Solutions Partners. Shortly after starting the company we hired a strategic marketing firm to help position ourselves properly and, as a result of their work, we changed our name in the fall of 2019 after a rebranding process and the adoption of our new logo. Our marketing firm is in the process of completely rebuilding our new website from the ground up (so as they say, excuse the dust while we are remodeling).

If you are interested in learning more about us, if you know a CxO-level professional who might have an interest, or if you know of a company or business owner who might be facing some issues, challenges or opportunities within their organization and might be open to having an exploratory conversation with one of our executive consultants, please let me know.

I hope you have a great day!

Jim Hoggatt, CEO at ExecHQ™

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