



Fractional CEO: Manning Architects

CHALLENGE

Owner Ray Manning had started his Architecture Firm in 1985. Over more than 35 years he had continuously sought new ways to grow his business. Leading up to our engagement that began in 2021, he had contracted multiple consultants with various backgrounds and expertise. Ray's desire was to create a clear succession plan, revenue growth, and defined profitability to optimize his ultimate exit strategy while enhancing his legacy.

APPROACH

Jack Shade, has assisted multiple executives to achieve their retirement goals. We utilize the CXO model to develop the next level of leadership, and coordinate revenue generation with operational efficiency. Jack was contracted as the CEO and Principal advisor for less than a day per week. Ray has trusted Jack to advise him on all levels of his organization. We created clarity that increased the execution of the principles and systems from multiple external sources. Ray and his Principles continue to enhance their utilization of the CXO model to lead, manage, and coach a team that has grown by 217% in two years.

RESULTS

In two years, **\$3.1M** to **\$11M** in annualized revenue.



FEATURED EXECUTIVE



Jack Shade

Founder, CEO, CRO

"Out of all the consultants and mentors I have invested in over the years, infinite CXO continues to be the best investment choice I have ever made."

Ray Manning
Founder & CEO
Manning Architects

CLIENT TESTIMONIAL

"My Architecture Firm is not skilled in growth strategy and we desired to increase our revenue and create a more sustainable business model. Infinite CXO's proven methods help guide our team through critical assessments, key trainings, and continues to be an advisory rock for myself and my team. Other consulting agencies pointed and told us where to go, Infinite CXO coached us on how to get there and walked the path with us."

Ray Manning, Founder and CEO, Manning Architects