

Fractional CRO: SINBON Manufacturing

CHALLENGE

Owner Mike Seibert had started Circuits & Cables in his garage and grew it over 30 years to a family run business with more than 100 employees in Vandalia, OH. He wanted to maintain the family atmosphere but the company was regressing financially. In early 2020 they were only shipping 500k/month. As a “job shop” they faced challenges with their internal processes for quoting, designing, sourcing, and manufacturing. They needed to create alignment from RFP to quality review and product shipped.

APPROACH

Jack Shade, has a proven track record of building and scaling sales teams with optimized operational focus. Jack was contracted as the Fractional Chief Revenue Officer as well as an Executive team coach. He coached the team through designing a sales process, enhancing the culture, and, integrating technologies that would lead them to revenue growth and profitability. Jack began by conducting a thorough assessment of SINBON’s organization and systems. He introduced the Infinite CXO model to enhance communication throughout the organization. With his support, the team built a new sales process, created trust among internal and external customers, adopted new technology, and improved a dozen operational processes.

RESULTS: In two years, **\$6M** to **\$24+M** in annualized revenue.



CLIENT TESTIMONIAL

“Infinite CXO is instrumental in growing a business and implementing processes to support such growth. Their approach allowed input from our entire organization which drove valuable alignment between teams that are being used today and into the future. Our Growth Partner’s experience in business, sales, processes, mentorship, and coaching helps bring organizations together to work towards the same goal.”

Doug Hall, Director of Engineering at SINBON

FEATURED EXECUTIVE



Jack Shade
Founder, CEO, CRO

“I wasn’t worried about what we were paying since the infinite CXO model allowed us to grow through our existing people. Our CXO was the equivalent of multiple Director level hires that we would have needed without him.”

Scott Hartings
President SINBON
Circuits & Cables