

We define *your* **Amazing**

We **Execute** with *your* team

We **Accelerate Profitable Growth**

Why ShermanSamuels?



TRUSTED ADVISORS

As advisors, we are purposefully and intentionally different from traditional corporate consultants. We don't drop in, set a strategy and leave you with a 30-page summary of recommendations. Instead, **we roll up our sleeves and work tirelessly alongside your teams; to dissect, simplify and re-build systems, people and processes.**



FIRSTHAND COMMAND

Success lies in the blending of our collective superpowers. You have already accomplished great things. **We come alongside that greatness and use our complementary superpowers to accentuate your secret sauce.**



ARCHAEOLOGY METHODOLOGY

We operate on an "leave no stone unturned" philosophy which means comprehensive discovery. With thoughtful digging one might locate something special, a unicorn. In today's race for growth, it's easy to myopically focus on an obvious goal or barrier. We dig with you until we find your unicorn(s).



NETWORK OF NETWEAVING

We believe in the power of developing and nurturing meaningful, reciprocated relationships. As a result, we are honored and proud to be a part of a substantial network of individuals and companies.



RELATIONSHIP HARMONY

Our driving philosophy is ensuring ALL elements of your company (history, culture, people, systems, process, & finances) are seen, included and balanced to move fluidly and dynamically in your journey to successful and sustainable growth.

Who Are We?



Paul Sherman
Managing Director



Jay Samuels
Managing Director



Kara Murtha
Managing Director



Brent Alvord
Managing Director



Justine Chiricosta
Vice President



Patrick Baisley
Director



Emilio Meyer
Director

We all worked together at multiple companies...



We have great passion for...

Holistically understanding businesses, optimizing opportunities, removing obstacles, and inspiring people to achieve more than they imagined possible.

I love to remove the "buts", which reduce value, and turn them into "ands", which enhance multiples of value.

Business strategy, financial modeling, financial reporting, operations and business development.

I love to dig deeper into strategy - to uncover new areas of potential growth and opportunity, to develop/mentor individuals and leaders to execute and deliver those opportunities.

Solving problems and then putting processes in place to maintain the solutions.

Raising capital, acquisitions, increasing value of businesses and successful exits.

Leading organizations through transformations, championing innovative strategies that streamline processes, build trust across the enterprise, and deliver real value.

I love to build powerhouse teams, maximize individual strengths, and get things done.

Turning data into a competitive edge, blending deep analysis, strategic vision, and intuitive user tools and dashboards to empower companies to plan boldly, sell smarter, and grow faster.

I love to surprise, delight, and build solutions that go beyond what's imagined.

Crafting strategic financial narratives, optimizing budgets, and spearheading process innovations that drive substantial cost savings and operational efficiency.

I love to turn raw data into compelling stories.

We Execute WITH Your Team

We leverage our experience and a refreshing approach
to enable individuals and companies to believe in AND exceed the limits of growth possibility

Approach

- ✓ We immerse ourselves to holistically understand your mission, vision, values, strategy and essence of your unique culture
- ✓ We build on your foundation to preserve your “special sauce”, enhance what works and fix what doesn’t
- ✓ We simplify chaos and provide clarity with strategy, intention and execution
- ✓ We customize our inclusive, holistic approach to map growth opportunities and vet them from concept to execution
- ✓ We coach your team with a humble, honest, caring and respectful voice

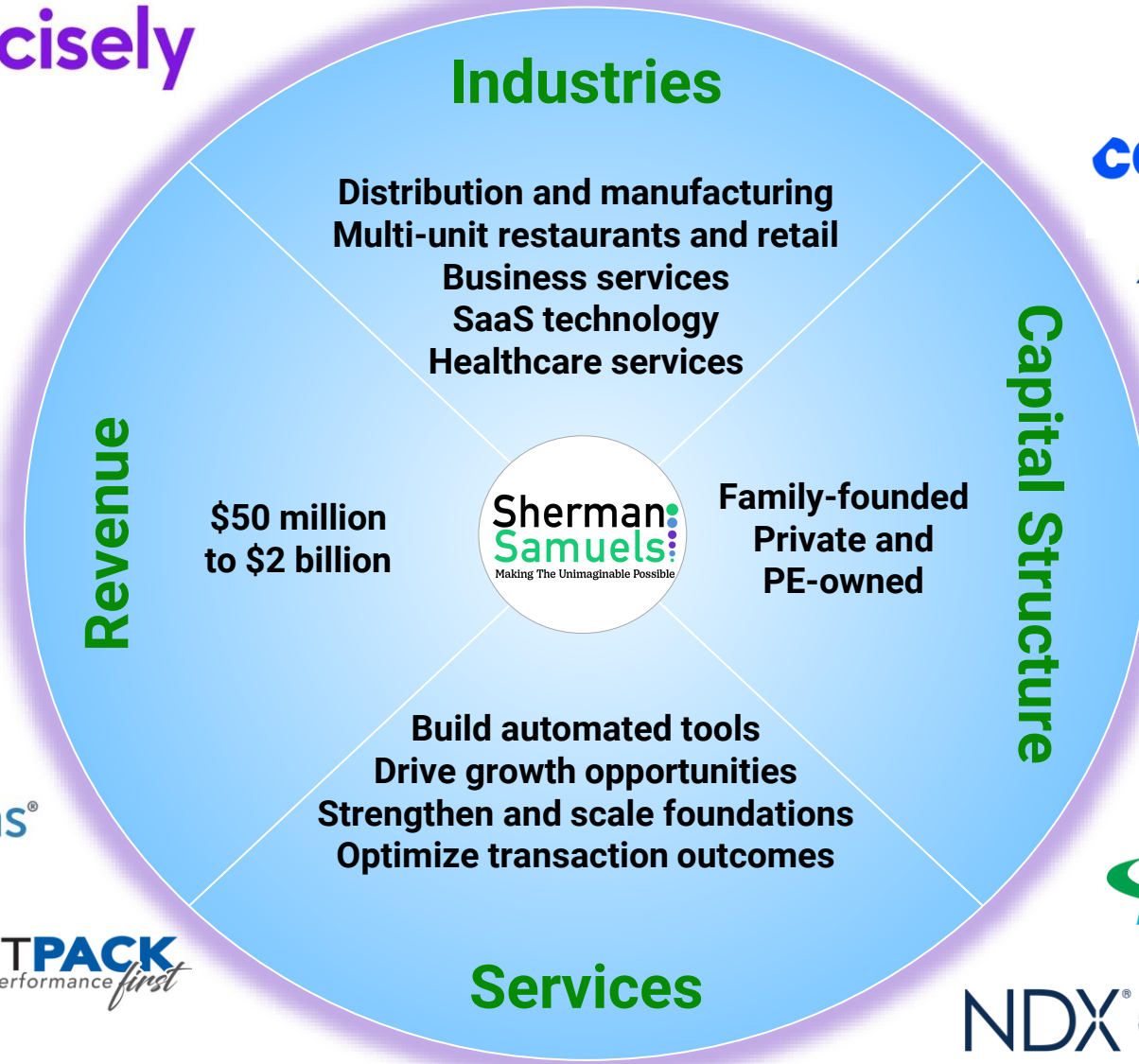
Secret Sauce

- ✓ We understand the exhilaration and challenges of growth
- ✓ We are seasoned executives and “player-coaches” who work hands-on with your team
- ✓ We live by strategy fueled by action
- ✓ We don’t just talk the talk, we get sh*t done
- ✓ We’ve lived it and navigated growth in multiple industries, company sizes and varying stages of business life-cycle and growth
- ✓ We combine our superpowers with yours to enhance your people and increase your company value

Capabilities

- ✓ We bring a variety of skill sets in specialized areas of growth
- ✓ We work with you to identify the right tactics to focus on at the right time
- ✓ We have the flexibility to either give you a blank canvas to create or guide you to excelling through a “paint by numbers” approach
- ✓ We leverage either or both strategies, depending on your unique business, talent and development needs

Who We Serve?

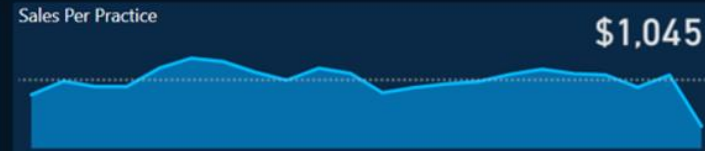


Examples of our Superpowers



Sales Dashboards

Sales Overview



Top Performers MTD QTD YTD

Customer Practice Name	Last Year	This Year	\$ Change	% Change
ARIA COMMUNITY HEALTH CENTER-STRATFORD	\$36,076	\$10,191	(\$25,885)	-72%
ARIA COMMUNITY HEALTH CENTER-RIVERDALE	\$35,560	\$180	(\$35,380)	-99%
62-00287 FIG GARDEN DENTAL GROUP	\$27,803	\$17,644	(\$10,159)	-37%
STADIUM DENTAL GROUP AND ORTHODONTICS	\$25,715	\$21,462	(\$4,254)	-17%
85-11457 DEDICATED DENTAL ROSEDALE	\$24,028	\$35,643	\$11,615	48%
MANTECA FAMILY DENTAL	\$20,087	\$11,171	(\$8,916)	-44%
TULE RIVER INDIAN HEALTH CENTER, INC.	\$19,603	\$14,071	(\$5,532)	-28%
FILBRUN FAMILY DENTISTRY	\$19,551	\$594	(\$18,957)	-97%
US-2358 HIBBARD DENTAL CARE	\$17,272	\$9,146	(\$8,126)	-47%
RIEMER DENTAL GROUP	\$15,986	\$24,090	\$8,104	51%
ELIZABETH A DEMICHELIS FAMILY AND COSMETIC DENTISTRY	\$15,166	\$14,467	(\$699)	-5%
CEDAR NORTH DENTAL	\$14,823	\$24,180	\$9,357	63%
WEST LANCASTER DENTAL GROUP	\$14,148	\$7,470	(\$6,678)	-47%
Total	\$373,277	\$280,050	(\$93,227)	-25%

Top Growers MTD QTD YTD

Customer Practice Name	Last Year	This Year	\$ Change	% Change
ARIA COMMUNITY HEALTH CENTER	\$2,804	\$75,175	\$72,371	2,581%
UHC REEDLEY	\$835	\$37,043	\$36,208	4,336%
85-11459 GENTLE DENTAL STOCKDALE	\$7,078	\$34,778	\$27,700	391%
UHC SANGER 7TH	\$1,860	\$27,809	\$25,949	1,395%
UHC VISALIA	\$356	\$25,940	\$25,584	7,187%
DR. H.S. MANN DDS	\$11,269	\$33,414	\$22,145	197%
UHC KERMAN	\$216	\$21,489	\$21,273	9,849%
UHC SELMA	\$76	\$17,064	\$16,988	22,353%
UHC EARLMART	\$329	\$15,615	\$15,285	4,641%
85-11457 DEDICATED DENTAL ROSEDALE	\$24,028	\$35,643	\$11,615	48%
CEDAR NORTH DENTAL	\$14,823	\$24,180	\$9,357	63%
RIEMER DENTAL GROUP	\$15,986	\$24,090	\$8,104	51%
UHC ORANGE COVE	\$70	\$7,089	\$7,019	10,027%
SMILE DENTAL OF WASCO	\$6,416	\$12,107	\$5,691	89%
Total	\$104,354	\$429,459	\$325,104	312%

Top Decliners MTD QTD YTD

Customer Practice Name	Last Year	This Year	\$ Change	% Change
ARIA COMMUNITY HEALTH CENTER-RIVERDALE	\$35,560	\$180	(\$35,380)	-99%
ARIA COMMUNITY HEALTH CENTER-STRATFORD	\$36,076	\$10,191	(\$25,885)	-72%
FILBRUN FAMILY DENTISTRY	\$19,551	\$594	(\$18,957)	-97%
62-00287 FIG GARDEN DENTAL GROUP	\$27,803	\$17,644	(\$10,159)	-37%
BREWER FAMILY DENTISTRY	\$9,922		(\$9,922)	-100%
DR. LISA SARASQUETA, DDS	\$8,964	\$0	(\$8,964)	-100%
MANTECA FAMILY DENTAL	\$20,087	\$11,171	(\$8,916)	-44%
AMANDA FARLEY, DDS	\$12,749	\$4,466	(\$8,283)	-65%
US-2358 HIBBARD DENTAL CARE	\$17,272	\$9,146	(\$8,126)	-47%
49-0004 PALM DENTAL GROUP	\$10,715	\$3,169	(\$7,546)	-70%
GD - VALLEY	\$12,641	\$5,870	(\$6,771)	-54%
WEST LANCASTER DENTAL GROUP	\$14,148	\$7,470	(\$6,678)	-47%
62-00153 TURLOCK SMILES DENTISTRY	\$7,221	\$1,334	(\$5,887)	-82%
TULE RIVER INDIAN HEALTH CENTER, INC.	\$19,603	\$14,071	(\$5,532)	-28%
Total	\$310,740	\$119,249	(\$191,491)	-62%

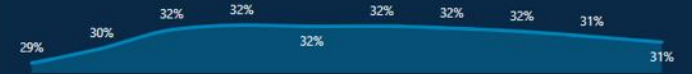
Sales Dashboards

Category Trends

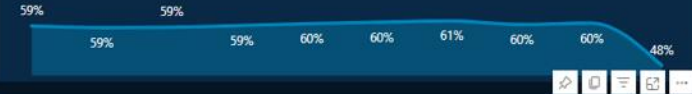
Dentures



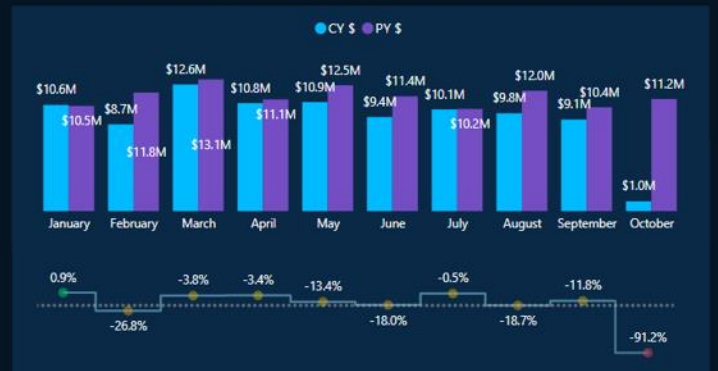
Sales Penetration



Practice Penetration



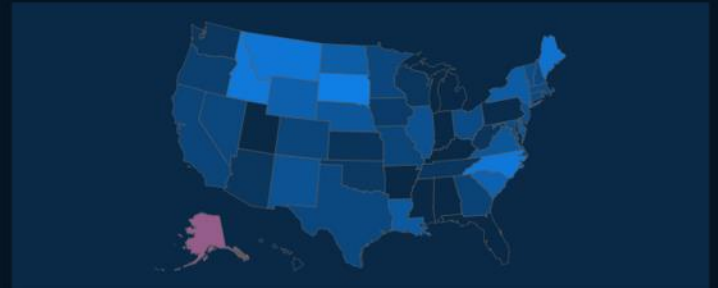
Fixed



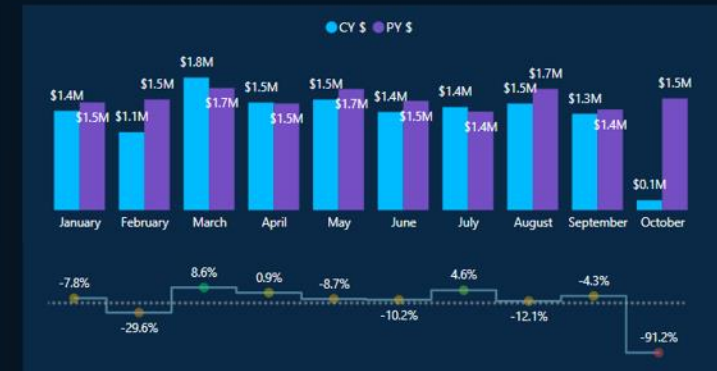
Sales Penetration



Practice Penetration



Appliances



Sales Penetration



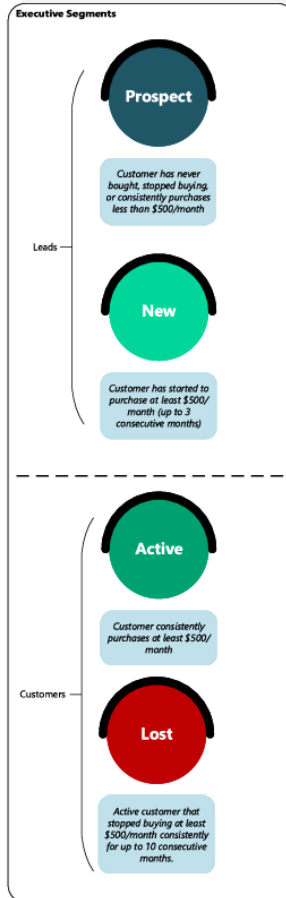
Practice Penetration



Customer Churn & Segmentation Framework

EXECUTIVE SEGMENTATION

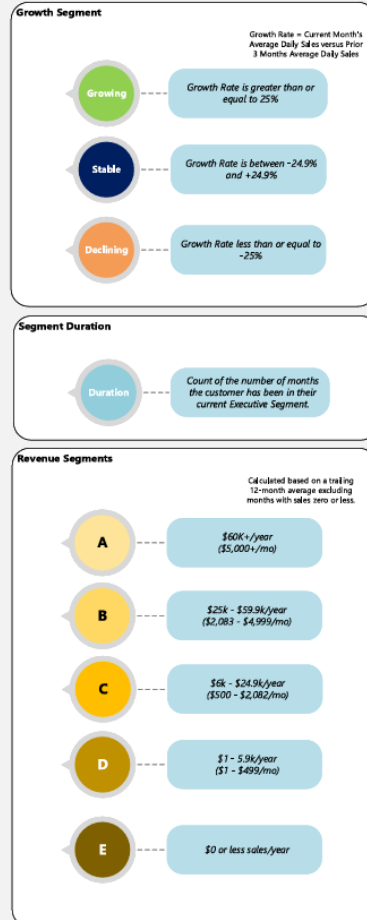
HIGHEST LEVEL OF CUSTOMER SEGMENTATION USED FOR STRATEGIC, FINANCIAL, AND LENDER REPORTING.



ANALYTICS BRIDGE

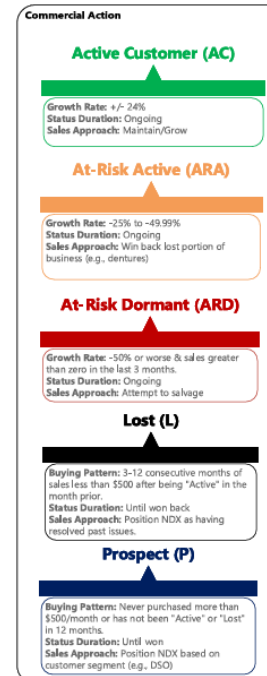
SUPPLEMENTAL DATA FLAGS & ATTRIBUTES TO BE USED IN CONCERT WITH 'EXECUTIVE SEGMENTATION' TO SUPPORT SPECIFIC COMMERCIAL ACTIONS.

All analytics will include time intelligence and context-awareness, enabling filtering to specific periods and/or subsets of business (e.g., dentures)



COMMERCIAL ACTION SEGMENTATION

LEVERAGES A COMBINATION OF 'EXECUTIVE SEGMENTATION' AND 'ANALYTICS INTELLIGENCE' TO IDENTIFY KEY SEGMENTS OF CUSTOMERS TO DRIVE SPECIFIC SALES AND MARKETING ACTIONS AGAINST.



Business Development Pipeline Tracking

Business Development Pipeline

Timelines

Protocol Number

All

Site Status

All

Pipeline Status

All

Site Name

All

Primary Trial Indication

All

Study Type

All

Summary

86

Trials

\$38.6M

Contract Value

\$36.3M

Probable Contract Value

6,258

Nights

5,303

Probable Nights

\$3.0K

Avg Night

Gantt Views

Pipeline Status

Indication

Site Status

Enrollment Status

^ Collapse All

c 2024 Jan 2025 Feb 2025 Mar 2025 Apr 2025 May 2025 Jun 2025 Jul 2025 Aug 2025 Sep 2025 Oct 2025 Nov 2025 Dec 2025 Jan 2026 Fe

Site Status

- CDA Executed
- Executed Stage
- Feasibility Completed
- Interested
- Pre-Feasibility Completed
- PSV Complete
- PSV Date Confirmed
- Start Up Stage
- Submitted
- Trial Running

Miami Lakes Outpatient

- Biohaven - BHV4157-302 - OCD
- Neumora-PH2a-Bipolar II-NMRA-335140-202-OP
- Sirtsei-PH2B-MDD-SP-624-202-OP
- Eli Lilly/Premier - I8P-MC-OXAH - PH2 - AUD (p=0%)
- Bionomics-PH3-Social Anxiety Disorder-BNC210.014
- Karuna/IQVIA-OLE - KAR-013 - Schizophrenia - OP
- Axsome Tx-PH3-Binge Eating Disorder-SOL-BED-301
- Axsome Tx-PH3-Binge Eating Disorder-SOL-BED-303
- LB - Negative Schizophrenia (p=100%)
- Boehringer - OUD (p=100%)

West Broward

- Axsome Tx-PH3-Binge Eating Disorder-SOL-BED-301
- Lundbeck - 20527A PK Migraine - OP (p=0%)
- Sirtsei-PH2B-MDD-SP-624-202-OP
- Bionomics-PH3-Social Anxiety Disorder-BNC210.014
- Tempero Bio - TMP-301-AUD-201 - Alcohol Use Disorder
- Abbvie - Ph2-Bipolar Disorder - M23-894 - OP
- Axsome Tx-PH3-Binge Eating Disorder-SOL-BED-303
- Seaport - SPT-300-2024-203 - MMD - OP
- Abbvie - M25-526 - Bipolar Depression (p=100%)
- Alto - ALTO-100-211 - Bipolar Depression - OP
- Otsuka - 405-201-00180 - ADHD - OP

Center for Psychedelic and Cannabis Research

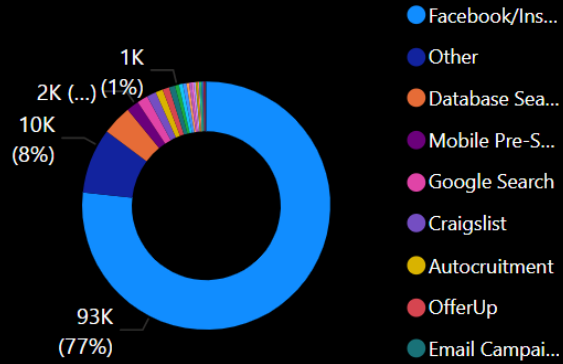
- Cybin - CYB004-002 GAD - OP
- Transcend - 1b/2a - TT-TSND-201 - IMPACT-2 - PTSD - Part B
- Reunion Neuro-PH2-Postpartum Depression-RE104-201
- Compass-PH3-Treatment-Resistant Depression-COMP006-Psychedelic
- Usona-PH3-MDD-PSIL301
- MindMed/WCT - Ph3 - MM120-300 - GAD
- Cybin-PH3-MDD-CYB003-002
- MindMed/WCT - PH3 - MM120-310 - MDD
- Cybin - CYB003-004- EXTEND Study
- Vertanical/Pharpoint_Ph3_Chronic Lower Back Pain_OP (p=100%)
- Atai - Ibogaine OUD - OP (p=100%)

Miami Lakes Inpatient

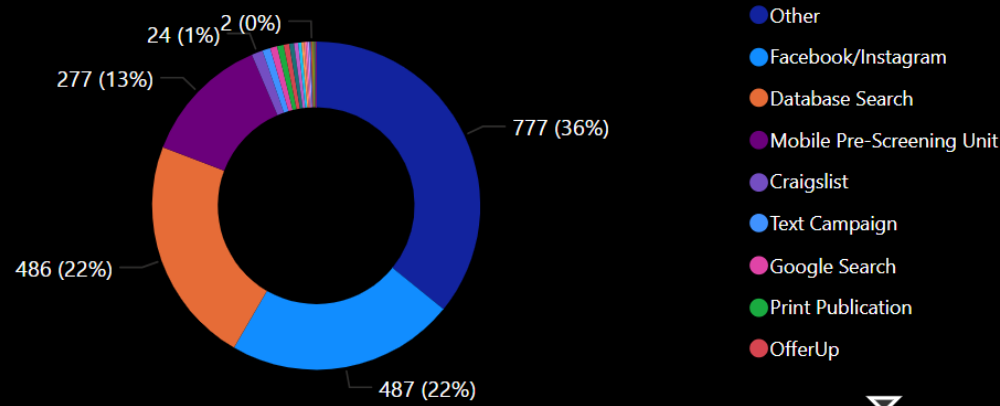
- Cerevel-PH2-Schizophrenia-CVL-231-2003-OP
- Reviva - RVP-30-001 - Acute Schizophrenia - OP
- Indivior/Rho - Ph2 - INDV-2000-201 - OUD - IP
- Indivior INDV-6001-201_PH3_Opioid Use Disorder-IP (44)
- Lotus/Braeburn - BB-CAM-22-001 - OUD - IP (7)

Customer Acquisition Cost Analysis

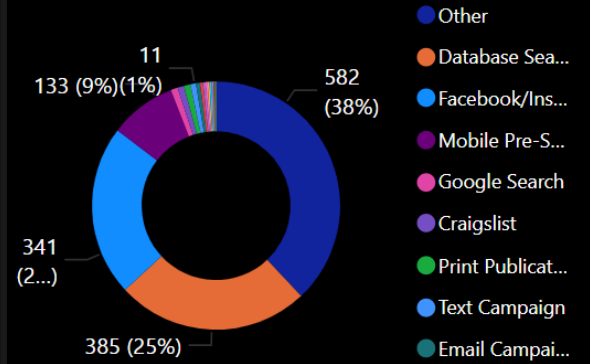
of Leads



of Screens



of Enrollments



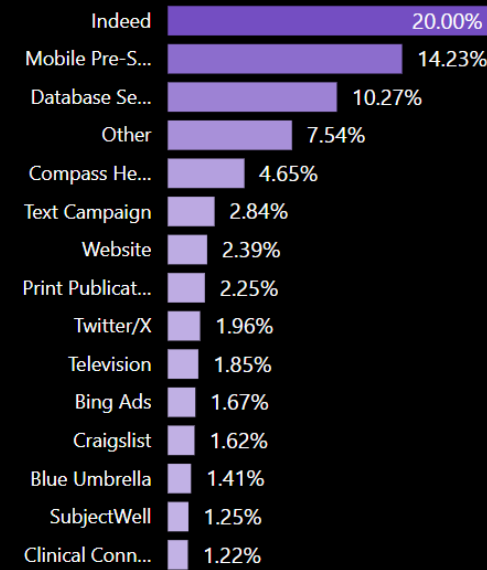
Ad Cost Per Lead

Community ...	\$38,635.68
Print Mail	\$108.02
Power Recru...	\$63.64
Clinical Con...	\$11.60
Facebook/In...	\$4.21
Craigslist	\$1.90
Other	\$1.13
Google Ads	\$0.67
OfferUp	\$0.14
Text Campai...	\$0.00

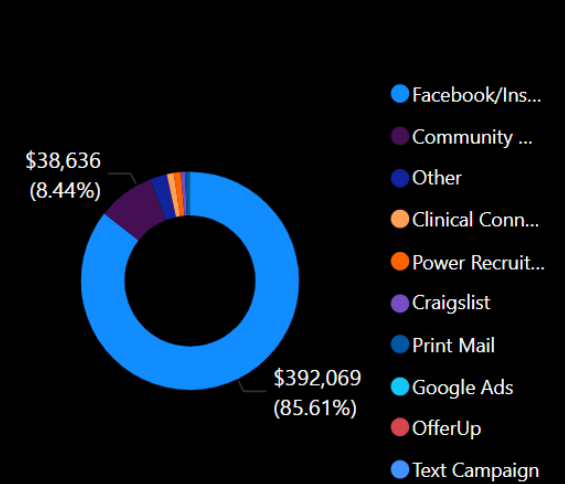
Ad Cost Per Screen

Communit...	\$38,636
Power Recr...	\$4,709
Print Mail	\$2,809
Clinical Co...	\$951
Facebook/l...	\$805
Craigslist	\$117
Google Ads	\$59
Other	\$15
OfferUp	\$13
Text Camp...	\$0

Screen Rate

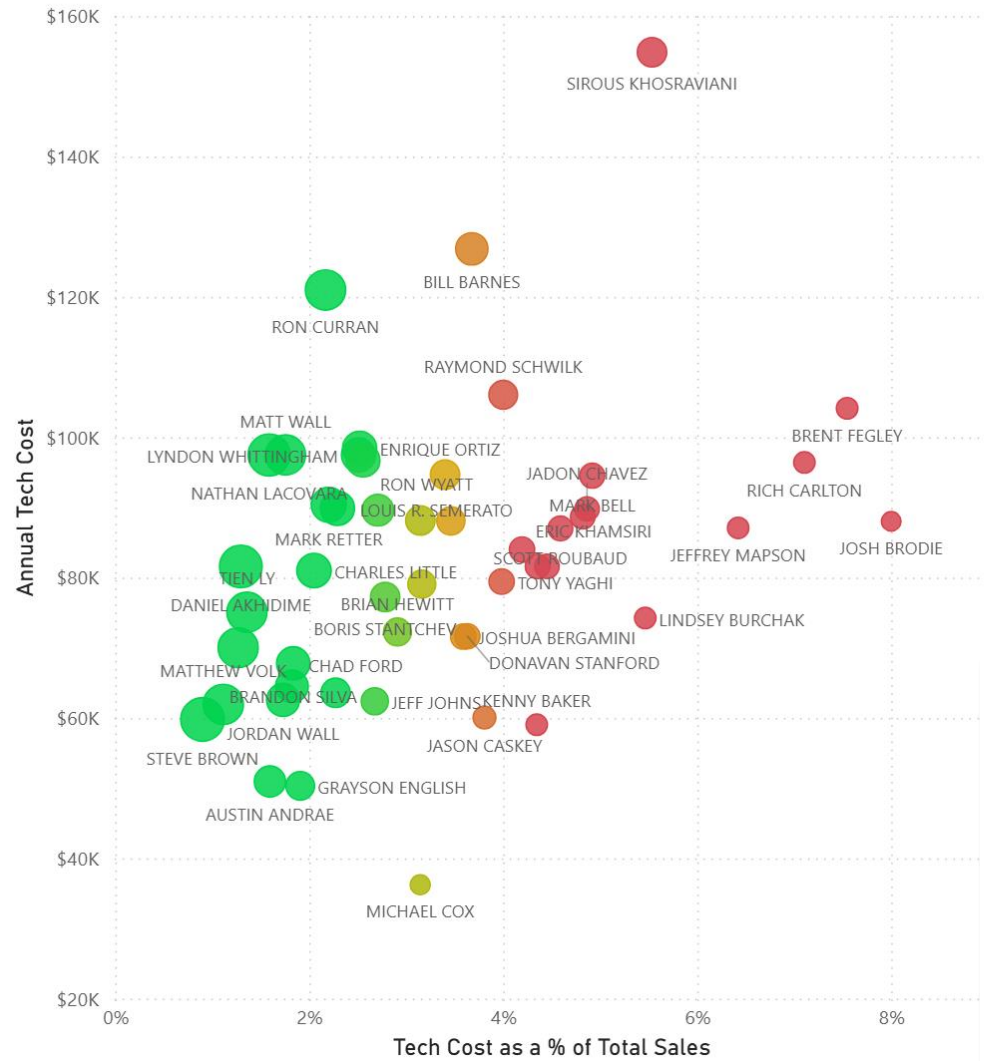


Total Ad Cost Breakdown

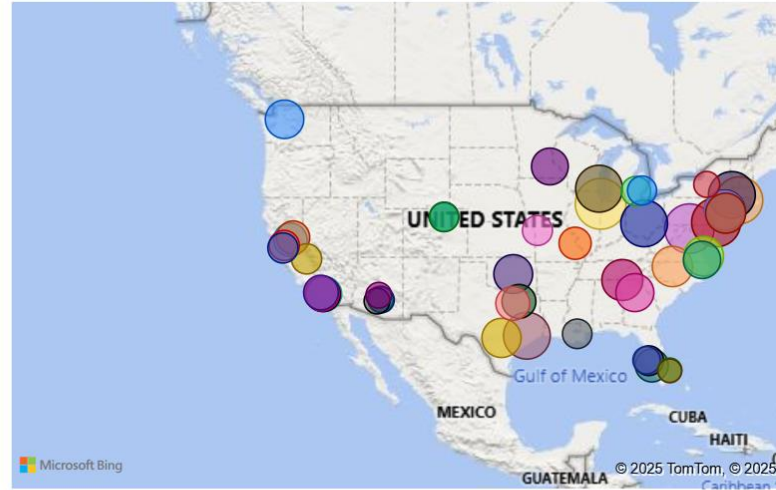


Service Cost Analysis

Service Technician Cost Efficiency

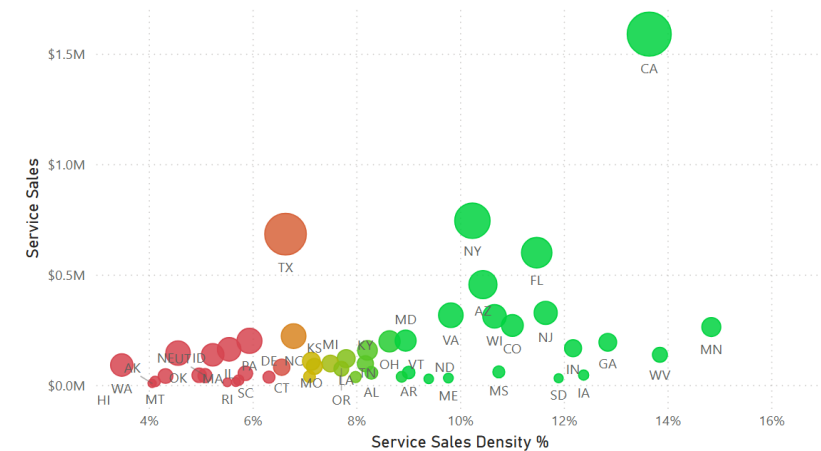
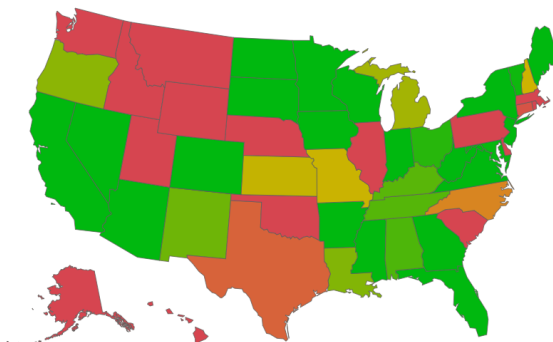


Sum of Total Sales by Home_Zip and Service Technician

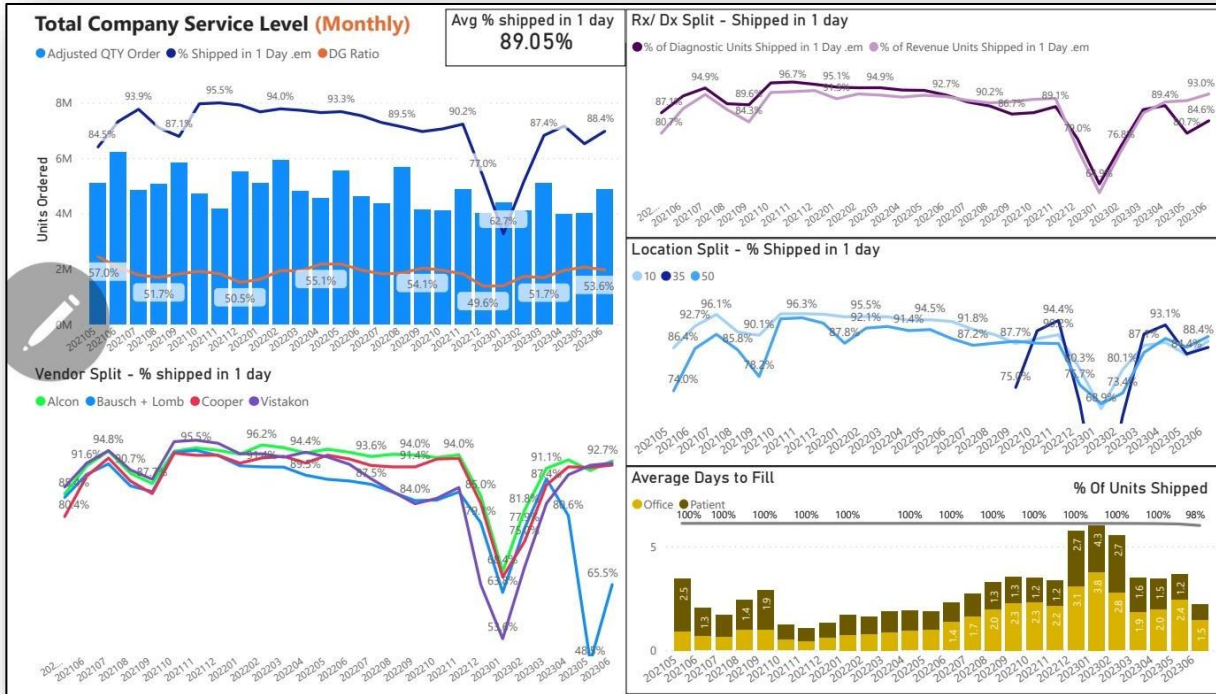


Home State	Proper Name	Count	Tech Cost	TTM Total Sales	TTM Equipment Sales	TTM Service Sales
IL	STEVE BRO...	1	\$59,788	6,644,139	6,128,720	515,419
WV	DANIEL AKH...	1	\$81,593	6,301,113	5,750,321	550,792

Service Sales Density %



Operations Dashboards



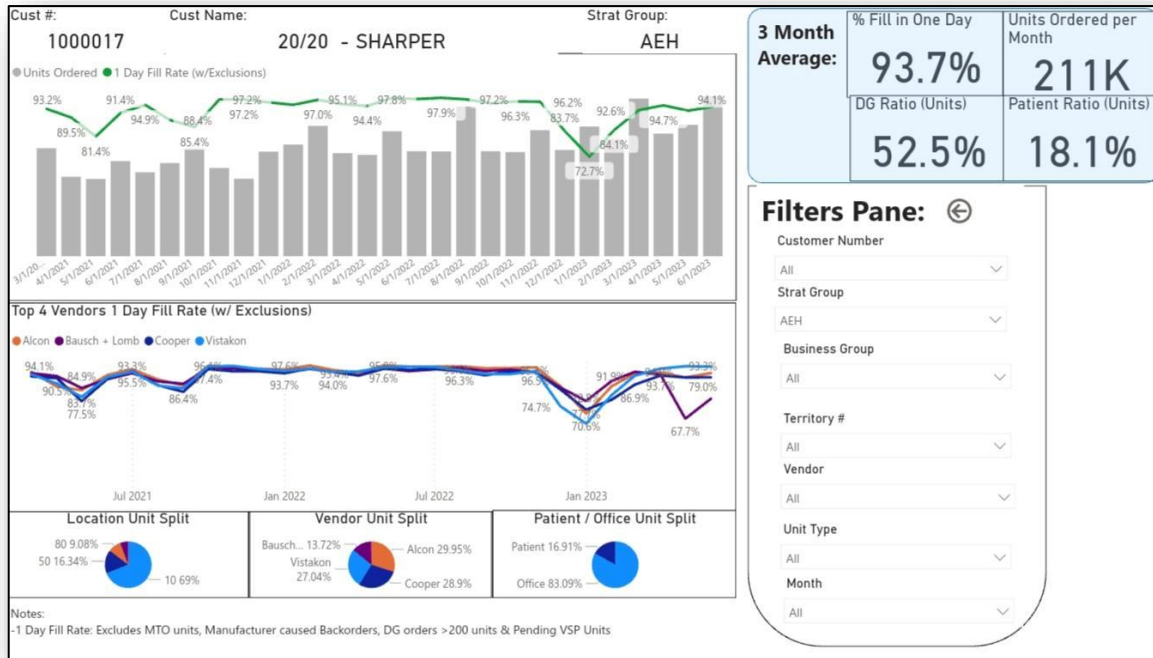
Total company service performance dashboard with splits

Freight Dashboard

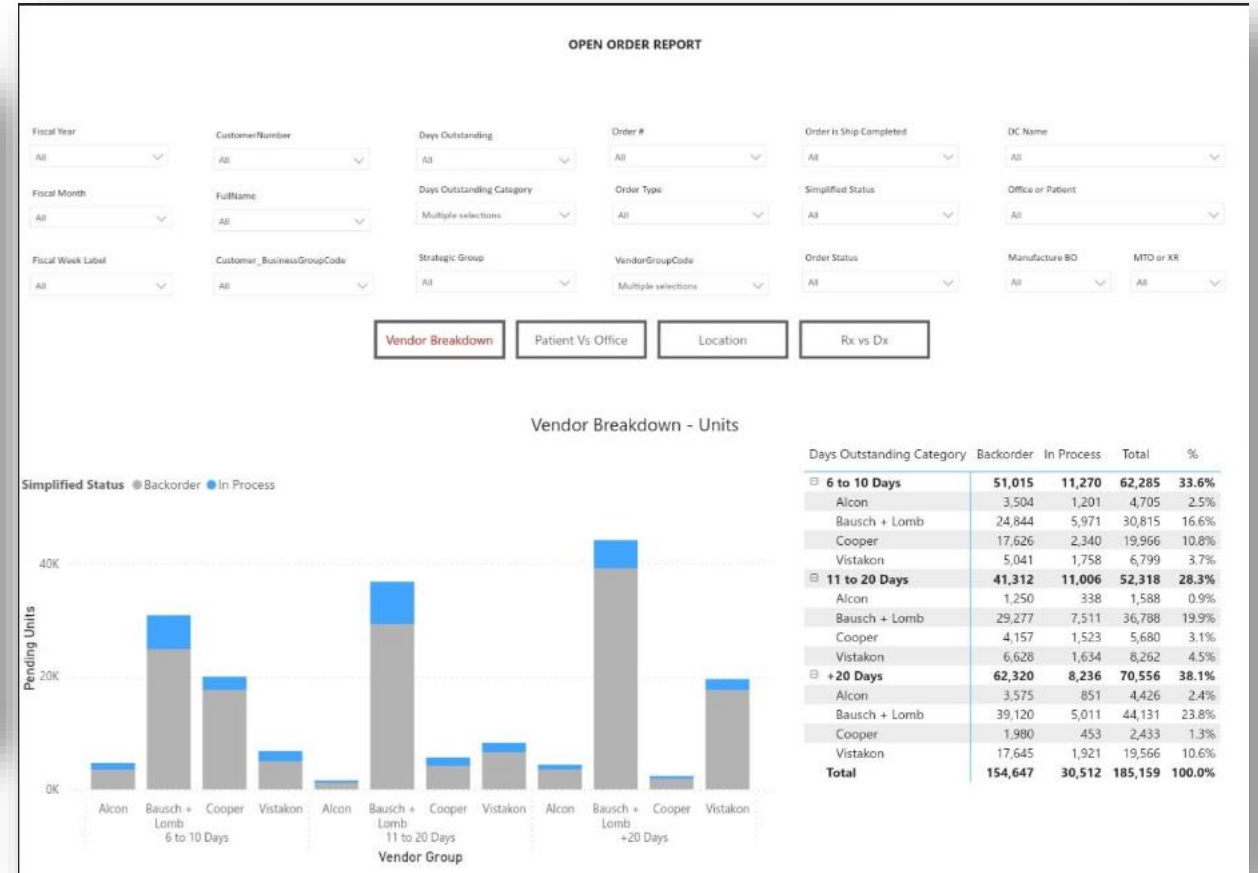


Shipping department operations dashboard

Operations Dashboards



Interactive dashboard for sales reps to be able to communicate Ops performance with various filters

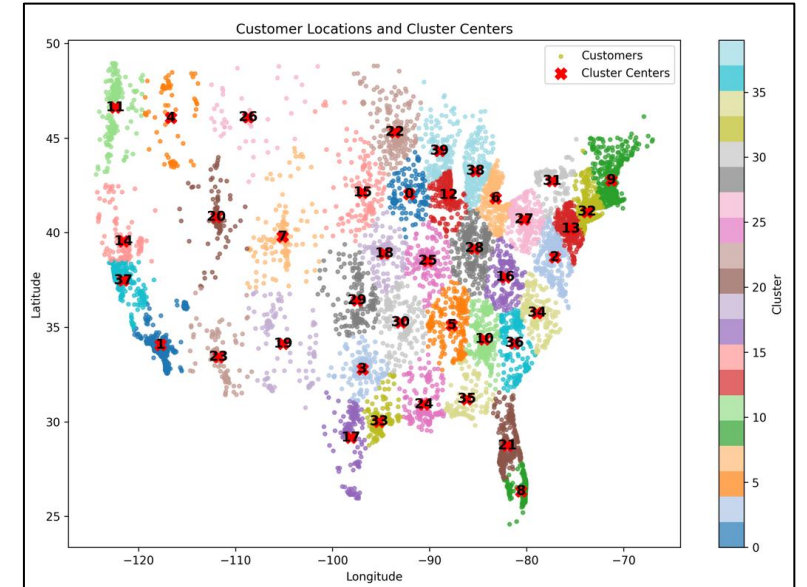


Open Order report complete with follow up tab that showed order level detail for P&P and Ops

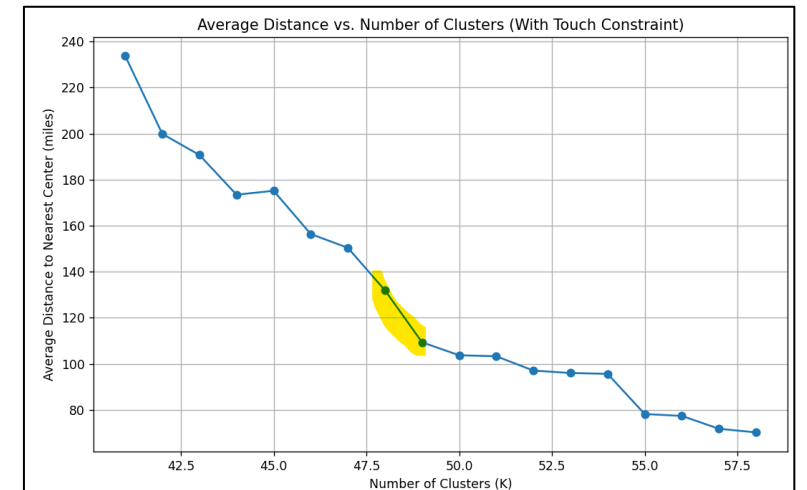
Spatial Analysis / Cluster Analysis



Final product with territories mapped out, excel extracts of zip code boundaries, sales & count of customers in each

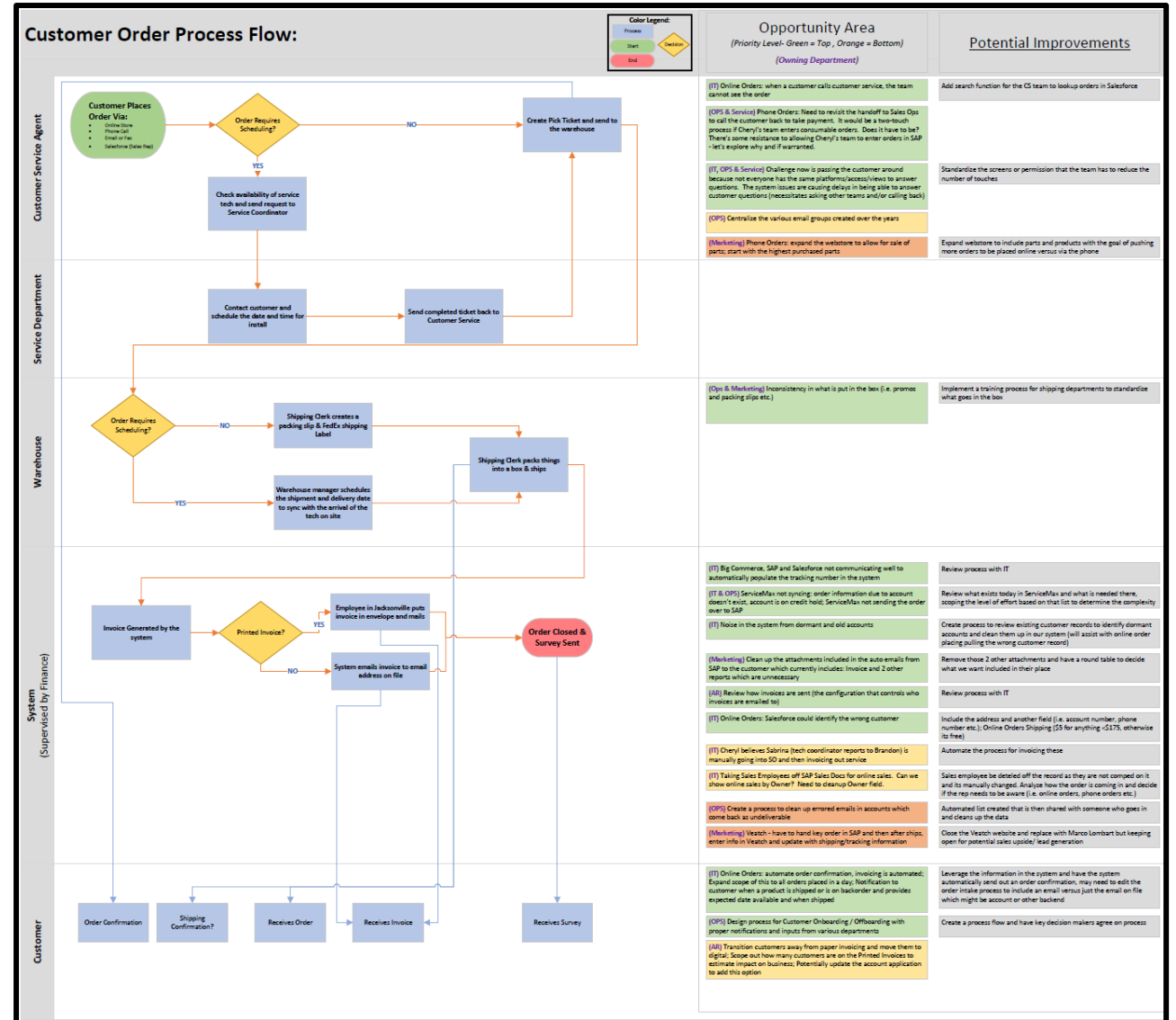
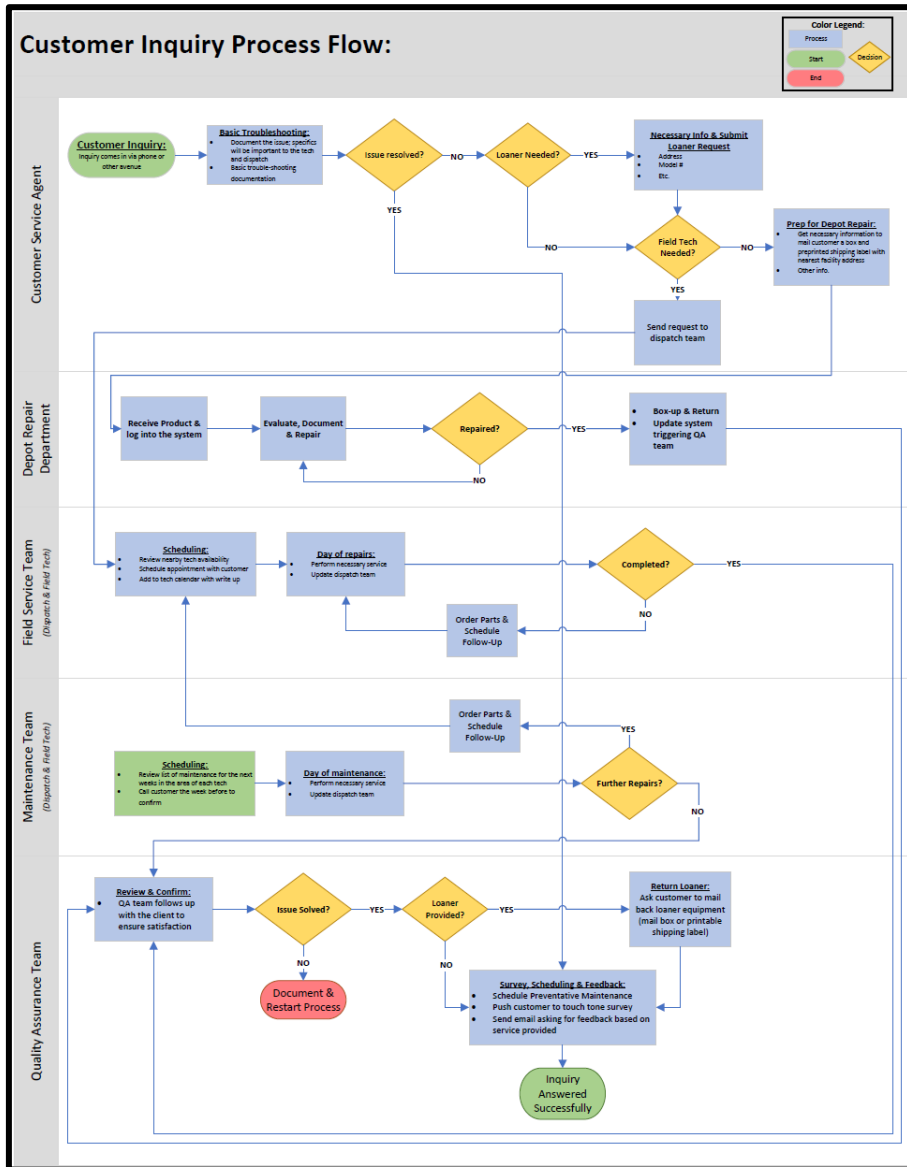


Plotting customers and identifying ideal placement of reps or depots



Identifying Sweet Spot for Number of Territories

Process Flows – With Areas to Improve



Company Goal Tracker

OKR Dashboard Filtered to: Finance & IT					Filters	
Corporate Objective	Steps to Achieve Objectives	Department	Summarized Individual Actions	Sep	Oct	
Amaze our Customers, in the things that matter most to them, every single day	Achieve Customer Retention of >+ 90%; >+ 95% of revenue	Finance & Accounting	Customer Retention Insights	Green	Red	<input checked="" type="checkbox"/> Select all <input checked="" type="checkbox"/> Finance & IT <input type="checkbox"/> Operations <input type="checkbox"/> Organization <input type="checkbox"/> Sales & Ma...
			Customer-Centric Financial Dashboard	Yellow	Green	
			Operational & Commercial Metrics	Yellow	Yellow	
			Seamless Invoice Payment	Yellow	Red	
			Build Data Warehouse	Yellow	Red	
	IT	Faster IT Resolution	Yellow	Red		
		Unified Customer View	Yellow	Red		
		Centralized Commercial Dashboard	Green	Green		
		Streamline Onboarding Process	Yellow	Red		
		Digitize Case Management & Order Entry	Yellow	Red		
Offer the full spectrum of laboratory products and services such that becomes the exclusive laboratory for all our dentists	Maintain revenue growth at 20% above the dental market growth rate	Finance & Accounting	Increase Loyalty Participation	Yellow	Green	<input type="checkbox"/> Select all <input type="checkbox"/> September 2024 <input type="checkbox"/> October 2024
			Launch Customer Feedback Platform	Green	Red	
			Develop One Stop Shop Customer Portal	Red	Green	
			Implement One LMS	Red	Red	
			Transition to Zero Trust Cybersecurity	Yellow	Red	
	IT	Achieve +99% Accurate Financial Reporting	Yellow	Yellow		
		Boost Operating Profit Margin	Green	Yellow		
		Increase ROI for Financial Initiatives	Green	Green		
		Take the leading position in market share by the end of 2026	Yellow	Red		
		Continuously beat the industry-leading benchmarks for contribution margin and SG&A	Yellow	Red		
To become North America's most efficient and effective dental lab provider	Become the Tech-enabled leader in dental lab offerings	IT	Develop One Stop Shop Customer Portal	Red	Green	<input type="checkbox"/> Select all <input type="checkbox"/> Amaze our Cus... <input type="checkbox"/> Offer the full s... <input type="checkbox"/> To become Nor...
			Implement One LMS	Red	Red	

Steps To Achieve

Departments

Action Items

Corporate Objective	Status
Amaze our Customers, in the things that matter most to them, every single day	1.95
Become a great place to work by unleashing an unmatched entrepreneurial culture that gives every employee fulfillment each and every day	1.55
Offer the full spectrum of laboratory products and services such that becomes the exclusive laboratory for all our dentists	2.00
To become North America's most efficient and effective dental lab provider	2.21
Total	1.95

Filters:

Department

 Select all
 Cx / HR / SC
 Finance & Accounting
 Global Ops
 IT
 Marketing
 Organization
 Sales

Reporting Period

 Select all
 September 2024
 October 2024

Tracker to show progress towards company goals with ability to drill in by: Department, Goal, Period (allows for drill through to individual tasks that boil up to the overall corporate goals) Left is the detailed heat map view and the Right is a summary view

Grow with purpose

Connect the dots

Calm the chaos

