



**BUDDY MARCH**

Greenlights ahead!

www.buddymarch.com



**You run the show. I watch what's next...  
Commercial Clarity. Controlled Growth.**

I bring senior commercial judgement to live events technology businesses -  
so growth is deliberate, aligned and profitable.

With 38yrs of leadership experience across rental, manufacturing and distribution, the focus is on aligning commercial ambition, operational reality and market positioning. Most businesses don't struggle because they lack ambition. They struggle because they expand without alignment.

That's why I begin with a.....

### **Commercial Reality Check**

An independent, senior-level commercial diagnosis - not consultancy activity, but structured assessment informed by decades of industry leadership.

#### **Commercial alignment**

**Market positioning**

**Sales effectiveness**

**Margin strength**

**Leadership clarity**

**Expansion readiness**

**Structural risk**

#### **OUTCOME:**

*Honest clarity on performance before the market exposes weaknesses.  
Clear priorities for the next 12-24 months. Reduced Risk. Stronger decisions.*

**Together we decide what follows...**

**Fractional Commercial Leadership:** Commercial momentum without hiring a full-time director

**Strategic Reset:** Clear direction and a practical, executable growth plan and Roadmap

**Leadership Mentoring:** Better decisions, fewer blind spots, stronger confidence

**Exit & Investment Preparation:** Higher valuation and a stronger negotiating position

**Clarity first. Activity second**



**Book a call with David**

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**More Greenlights Ahead!**