

Value Creation

Novo Advisors builds durable commercial systems for Venture Capital and Private Equity-backed companies that need more than just a plan—they need execution. We create solutions that deliver tangible value and transform businesses through hands-on execution. Our experienced team works directly alongside leadership and sponsors to maximize performance, drive EBITDA growth, sharpen go-to-market motion, strengthen financial controls, redesign organizational structures, and apply AI-enabled efficiencies that move the business toward a credible, defensible exit.

Our Value Creation practice is built for moments where trapped potential is central to the investment thesis—where operational friction limits results, financial visibility is inconsistent, and the execution risk is high. This work spans commercial, financial, operational, and organizational levers—because we recognize that value creation is rarely a single-function problem.

A Modern Approach

At Novo Advisors, we take a modern approach to value creation by pairing proven methodologies and an embedded client-centric touch alongside today's technologies and accelerators—enabling greater fluidity, efficiency, and forward-looking capability without losing sight of core fundamentals. Our team works to drive outcomes that last long after the engagement.

Core Operational Enhancements

- Optimizing organizational structure and strengthening leadership frameworks to eliminate execution risks
- Executing seamless operational integration with zero disruption, fully preserving customers, suppliers, and employees
- Implementing robust financial reporting tools to enable data-driven decision making
- Accelerating synergy realization by driving cross-functional workstreams to achieve or exceed target timelines
- Unifying fragmented operational systems and core enterprise objectives
- Operationalizing CEO's vision into actionable goals to ensure total alignment across workstreams
- Standardizing the pipeline, forecasting, and route-to-market architecture to deliver predictable, rigorous outcomes
- Boosting enterprise value ahead of strategic exit by developing and executing profit-enhancement strategies
- Safeguarding profit margins while maintaining high customer retention through balanced pricing strategies
- Optimizing operational efficiency through a comprehensive business assessment
- Converting AI and technology investments into measurable bottom-line financial returns
- Establishing independent infrastructure and financials supporting a carve-out or divestiture
- Improving working capital visibility and cost structure for transaction readiness

Meet the Value Creation Leadership Team

Focus Areas

- 100-day planning & IMO
- AI accelerators & enabled operations
- Commercial strategy
- Customer lifecycle
- Customer & SKU profitability
- Demand capture: marketing, packaging, messaging
- Go-To-Market (GTM)
- Office of CFO & financial performance
- Organizational design & CHRO
- Operational performance
- Performance improvement
- Revenue operations (RevOps)
- Technology & product value
- Transaction & exit readiness

Value Creation Overview

Novo Advisors delivers value creation through coordinated execution. Our focus is to improve performance, restore visibility, and create a credible path to transaction, an exit, or growth.

ORGANIZATIONAL

Organizational design and leadership coverage

Align structure, roles, incentives, and decision rights to eliminate friction and accelerate performance. Provide interim or embedded executive coverage where leadership gaps exist, including for the role of Chief Human Resources Officer (CHRO).

OPERATIONAL PERFORMANCE AND EXIT READINESS

Operational improvement

Drive operational efficiency and streamline operations to reduce waste and lower costs. Analyze operational frameworks to eliminate workflow complexities and automate processes to drive enterprise value creation.

Margin expansion

Utilize data-driven insights to uncover margin expansion opportunities and profitability levers including SKU rationalization and optimized pricing strategies.

Transaction readiness

Transform portfolio companies into transaction-ready assets by bridging performance gaps, enhancing financial transparency, and aligning the operating model. Reduce execution risk and preserve sponsor control whether pursuing a full exit, strategic refinancing, or recapitalization.

FINANCIAL

Office of the CFO

Improve forecasting rigor, margin discipline, working capital visibility, liquidity, pricing logic, and board-ready financial reporting, including 13-week rolling forecasting that supports transaction or refinancing readiness.

COMMERCIAL

Commercial strategy and go-to-market (GTM)

Align ICPs, value proposition, distribution, pricing, channels, product focus, and sales motions so teams execute consistently and revenue is more predictable.

Revenue operations (RevOps) and performance systems

Design RevOps systems that align marketing, sales, customer success, and finance around shared definitions, pipeline discipline, forecasting rigor, and accountable execution.

Customer lifecycle performance

Improve onboarding, retention, renewal, and expansion through aligned operating systems that protect and grow customer lifetime value.

Technology, product, and value translation

Ensure technology investments, product strategies, and innovation initiatives translate into measurable revenue, scalability, enterprise value, and EBITDA.

MERGER INTEGRATION, PLANNING, AND EXECUTION

Integration management office (IMO)

Accelerate merger success through centralized oversight, rigorous governance, and integration cadences. Expedite critical decision-making and ensure strategic alignment to achieve unified objectives.

100-day planning and Day 1 readiness

Direct milestone-driven roadmaps that establish clear workstream ownership and functional dependencies to prevent business disruption.

Merger integration and synergy capture

Spearhead pre-merger planning and mobilize execution to accelerate synergy realization, support operating model alignment, system harmonization, and synergy tracking to protect deal value.

AI-ENABLED

AI accelerators and AI-enabled operations

Apply AI as operational infrastructure across forecasting, prioritization, productivity, force multiplication, customer insights, and reporting—enhancing speed and control without disrupting the business.

