

blue sky partners

built to scale

Capabilities • 2023





Starting something is hard. Scaling it is even harder. At Blue Sky Partners, we want our clients to do good work for a long time—that means helping them grow at a pace that’s appropriate and manageable for them without causing them to burn out in the process. In a world that’s focused on rapid growth and hustle culture, we’re pushing against the grain. And it’s working.

As a consulting firm, we see it as our job to make our clients’ jobs a little bit easier. To help them make money and save time. In the last six years, we’ve worked with nonprofits, governments, small businesses, and enterprise departments to launch and scale more than 100 departments, initiatives, projects, and products. We feel so lucky to have the opportunity to do this work. This capabilities deck includes an overview of our services and a few examples of the work we love doing.

We’d love the opportunity to work with you, so don’t hesitate to reach out.

NATHAN RYAN, CO-FOUNDER, CEO • nate@blueskypartners.co

About BSP

Founded in 2017 in Austin, Texas, Blue Sky Partners is a national consulting firm that manages executive-level projects for growth-stage leaders and teams. Our work focuses on helping organizations set clear goals, develop sustainable systems, and healthy expectations in every area of their business.

Each member of the BSP team has a track record of building and scaling businesses, nonprofits, and governmental institutions. In the last six years, we've used that experience to help organizations of all sizes launch more than 100 departments, initiatives, projects, and products. Additionally, our team has supported over 50 nonprofits at the local, regional, national, and international level to help develop strategic plans, decision matrices, logic models, and perform organizational diagnostics.



Who do we serve?

Impact

Governments and nonprofits

- City of Austin
- inTulsa
- Aspen Institute
- GAHCC

Small Business (SMB)

Businesses doing **up to \$100M** annual revenue

- Bravery
- Ebco
- Dr. Josie Ahlquist

Enterprise

Private equity, organizations doing **more than \$100M** annual revenue

- Tarian Group (PE firm)
- AppSumo

What are our services?

Impact

- **Strategic Planning**
 - Design
 - Facilitation
- **Accelerators**
 - Design
 - Facilitation
- **Economic Development**
 - Assessment & Reporting
 - Ecosystem Design & Implementation
- **Marketing**
 - Marketing strategy
 - Design and management

Small Business (SMB)

- **Leadership**
 - Coaching
 - Facilitation
 - Vision, Mission, and Values alignment
- **Operations**
 - Org Design
 - PM systems design
 - Digital Transformation
 - OKRs/KPIs
 - Hiring strategy
 - Onboarding /training
- **Marketing**
 - Marketing strategy
 - Design and management

Enterprise

- **Staffing consolidation**

APPSUMO

AppSumo is one of Austin's biggest success stories. Started in 2011, they help companies find the technical tools they need to succeed and grow. They brought Blue Sky Partners in on a retainer to help them succeed and grow in other ways, focused on improving employee happiness and retention, and reducing duplicity in their operational systems.

How we helped

- Defined company-wide KPIs and created quarterly tracking system
- Audited and simplified operational systems to improve goal-tracking and overall departmental alignment
- Success strategies for board of director and team presentations

Working with Blue Sky was awesome. Nathan and Timothy are real pros and helped us fill the gaps in our executive team when needed. I look forward to working with them again the future.

**Ayman Al-abdullah,
President**

Case Study: SMB



CD&P is a rapidly growing public engagement firm based in Austin, Texas. Over the course of a year-long engagement BSP helped them rethink their mission, vision, values, and redesign their business model and operations from the ground up, focusing on their financial model, sales and marketing strategy and infrastructure, org chart, hiring, on-boarding, and leadership coaching.

How we helped

- Updated corporate mission, vision, and values
- Built business model centered around 2019 and 2020 growth projections
- Assessed current financial model and recommended new approach for financial management
- Built out new org. Chart, accounting for year by year growth in sales
- Built onboarding system for new hires in 2019

Initiatives

- Process for confidently hiring in C-Suite level roles in company
- Visibility in financial budget for next 2 years
- Smooth onboarding process for new hires
- Cultural alignment

I can say for sure that CD&P has seen a shift for the better in both its cultural and operational alignment since we started working with Blue Sky. With our new mission, vision, values, we have a framework to use as we make decisions.

**Arin Gray,
CEO**

ENTERPRISE

“Working with BSP was awesome. [They] are real pros and helped us fill the gaps in our executive team when needed. I look forward to working with them again in the future.”

AYMAN AL-ABDULLAH, FORMER CEO OF APPSUMO



In 2017, Edgecast (formerly Verizon Digital Media Services) was in transition, and they needed some help rethinking the department's mission, vision, and values. So we sent surveys to over 1,500 employees, conducted facilitated sessions with upper-management and crafted a new MVV that could carry them, excitedly, into the future.

How we helped

- Updated corporate mission, vision, and values
- Conducted company-wide facilitation sessions dedicated to cultural improvement

Initiatives

- Internal Campaign to Implement New Mission, Vision, Values across all departments
- Coordinated external campaigns and sales scripts to launch outside of company to current, past, and future clients

Case Study: SMB



Ebco is a rapidly growing trend agency based in San Diego, CA. Over the course of a two year engagement, we worked with them to set the stage and execute on their plans for growth. Working closely with their executive team, BSP helped them not only rethink their corporate mission, vision and values, and sales model, but launch new products, services and categories of their own.

How we helped

- Rewrote corporate mission, vision, and values
- Oversaw creation and implementation of automated email marketing
- Built hiring and onboarding strategy

Initiatives

- Launched Book Club
- Launched Webinar series
- Launched Trend Subscription Box

Blue Sky Partners has truly been a partner of Ebco's for the last year. They've helped us not only rethink core elements of our business model and systems for getting things done, they've helped us release new products, initiatives, and even served in client-facing roles to expand our capacity.

Erin Mays, CEO

SMB

“In 2021, BB Imaging experienced rapid growth. Blue Sky Partners evolved our financial model and managed our budget to make sure we had confidence in our projections as we expanded our team and our market share.”

BLANCA LESMES, CEO, BB IMAGING

handsome

Handsome is a holistic design agency that works with some of the world's most well-recognized brands. As they've continued to see success, they realized that they needed to up the ante on their leadership capacity. So BSP helped design and facilitate a three-day off-site with their leadership team to help create new goals as a team, and as individual leaders. We've since gone on to help them design and facilitate sessions with their clients, including an event in 2018 with Google called Design:Craft.

How we helped

- Facilitated C-Suite and Executive team cultural alignment workshops
- Collaborated to help design and facilitate Design:Craft event with Google

We also chose to have the sessions moderated by Blue Sky Partners instead of doing it ourselves. Having a third party craft and facilitate the overall exercise allowed the entire Handsome leadership group to act as a team of peers and be fully focused in on the tasks at hand. Blue Sky Partners are best in class at what they do and helped us get the most out of the time."

John Roescher,
Co-founder/CEO

Case Study: Impact



IMPACT ACCELERATOR

In 2019, Blue Sky Partners worked with Impact Hub and the City of Austin to facilitate the Impact Accelerator. BSP was responsible for creating curriculum that focused specifically on helping 12 social good companies build sustainable businesses without sacrificing their focus on addressing systemic problems. Six of the 12 companies were awarded \$15,000 in grant funding from the City of Austin.

How we helped

- Cohort and curriculum design
- Facilitation and management of workshops, classes and office hours
- Business development, fundraising, and community engagement

“Participating in Austin Impact Accelerator let Settles put his head together with other founders and leverage their insights, he said. It also helped him better understand the intricacies of the City of Austin’s equity goals — and its ‘love language’ when it comes to securing funding.”

Built In ATX: “[Austin Impact Accelerator Helps Startups Address Housing, Workforce Inequality](#)”

IMPACT

“Blue Sky Partners has been a vital collaborator in our strategy of spurring social innovation through community-focused accelerator programs. They're the best I've worked with in bringing diverse and often overlooked organizations together and elevating them to the next level of performance. Their work has directly created significant advances in homelessness services, displacement prevention, and green jobs access (among other areas) in Austin.”

DANIEL CULOTTA, INTERIM CHIEF INNOVATION OFFICER, CITY OF AUSTIN

Meet Blue Sky Partners



Audrey Sherman

Director of Client Services

Operationa, client management



Siri Chakka

Senior Analyst

*Senior consultant,
data and process analyst*



Shayna Dunitz

Consultant

*Project manager,
facilitator*



Matt Glazer

Co-founder,
Chief Strategy Officer

Senior consultant



Callie Kerbo

Creative Director

*Marketing, communications,
social media strategy, design*



Nathan Ryan

Co-founder, CEO

Senior consultant



Timothy Seaton

Co-founder, COO

Senior consultant

work with us

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