



Making Strategy Happen

October 11, 2021

ESG Expands Sales Effectiveness Practice with Appointment of Andrew Morgan

DENVER, CO – [Execution Specialists Group](#) (ESG), a strategy execution-focused consultancy, today announced that serial entrepreneur and technology business leader Andrew Morgan has been appointed a Principal Consultant with the firm and will lead the practice in the areas of Sales Effectiveness, Operations and Go-To-Market Strategy.

Morgan joins ESG with more than 25 years of experience providing employees with opportunities to deliver individual, team, and corporate objectives that drive growth and achieve excellent revenue performance. He comes to ESG from his work as a senior executive strategy advisor where he assisted and advised private companies and private equity firms on pre-acquisition due diligence, corporate growth and transformation strategies, innovation process and execution, investor relations, and sales enablement growth strategies.

Morgan has also held executive positions at RedCloud Content (President and Chief Executive Officer), ECI Software Solutions (President, Distribution Division), Pantheon Spinal (Chief Operating Officer and Co-Founder), and Red Cheetah Software (Chief Executive Officer, Co-Founder). He serves on several boards of directors including Chairman of the Seton Fund Board of Trustees.

“Andrew’s work as the senior executive of multiple software companies has resulted in significant earnings growth, responsible cost containment, rapid adaptation, and a legacy of high-performing teams,” said Mark Newhall, Founder and CEO of ESG. “Which translates to a great fit to add to the overall value we deliver our clients and we’re excited Andrew is joining our team.”

About ESG

Headquartered in Denver, Colorado, Execution Specialists Group (ESG) is a strategy execution-focused consultancy with extensive global experience engaging with client senior leadership to plan and deliver on complex innovation and transformation objectives. ESG relentlessly focuses on delivering meaningful client outcomes and leaving behind a culture of execution. Recognized by *Forbes* as one of America’s Best Management Consulting Firms for six years running in the areas of Business Strategy and Supply Chain Management, ESG clients include Advance Auto Parts, Bridgestone, Caesars Entertainment, Gordon Food Service, Office Depot/OfficeMax, Target Corporation, Whole Foods, and more. To learn more about ESG, visit www.esgimpact.com

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