

A close-up photograph of a hand holding a single wooden block above a stack of several other wooden blocks. The blocks are light-colored wood with a dark, possibly charred or stained, end. The background is a plain, light color.

BUILDING BUSINESS CHAMPIONS

Olympia Point Ventures, LLC.

Toby Reeves

Olympia Point Ventures, LLC Business Revenue Consultants for Technology Companies

The Olympia Point team works with U.S. and international technology companies who want to succeed and thrive in the world's largest market- the USA. We provide full time or fractional CRO duties in strategic planning, revenue stream management, sales and marketing alignment, product development, partner strategy, financial oversight, customer retention, market analysis, team management, and performance monitoring. Our team can provide tactical roles such as sales, marketing, and customer support.

The principal at Olympia Point, Toby Reeves, has been working with brick and mortar and online technology businesses since 1998, having introduced one of the first ecommerce sites in the United States- IndyLogic Technologies.

With a natural ability to lead teams and navigate diverse markets, Toby has spearheaded the growth of organizations in the US, India, Philippines, and Canadian markets, focused in the areas of software, SAAS, IOT, artificial intelligence and machine learning technologies.

He holds an MBA in Information Technology Management and actively engages with prestigious organizations such as the National Society of Leadership and Success. He also serves as the Regional Chairman of the International Trade Council, the world's largest chamber, demonstrating his commitment to global business collaboration.

Let Olympia turn your business into business champions.



What is a Chief Revenue Officer?

What does a Chief Revenue Officer do, and how do they benefit an organization? The CRO is a core part of the leadership team whose core responsibility is being in charge of a company's revenue stream, from sales, to marketing, to customer retention.

Here are ten of the most important duties for a Chief Revenue Officer (CRO) in a technology company, and how Olympia Point jump starts new tech companies and existing companies struggling with revenue growth, including:

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1. **Strategic Planning:** The CRO is responsible for developing and implementing a comprehensive revenue growth strategy aligned with the company's goals and objectives.
2. **Revenue Stream Management:** The CRO oversees all aspects of a company's revenue streams, ensuring they are optimized and performing effectively.
3. **Sales and Marketing Alignment:** The CRO works closely with the sales and marketing teams to ensure their strategies and activities are synchronized and driving towards the same revenue goals.
4. **Product Development and Innovation:** The CRO plays a key role in driving new product development and innovation to increase revenue and expand customer segments.
5. **Partner Strategy:** The CRO leads the development and management of strategic partnerships to maximize reach and efficiency in driving revenue growth.
6. **Financial Oversight:** The CRO monitors the revenue pipeline, making necessary adjustments for sustainable growth, and is responsible for the financial performance of the revenue-generating departments.
7. **Customer Success and Retention:** The CRO ensures customer satisfaction and retention strategies are in place, as they directly impact the company's revenue.
8. **Market Analysis and Competitive Strategies:** The CRO analyzes the market, identifies opportunities, and develops strategies to outperform competitors.
9. **Leadership and Team Management:** The CRO leads and inspires the revenue-generating teams, fostering a culture of innovation and growth.
10. **Performance Monitoring and Reporting:** The CRO monitors the performance of the revenue-generating departments, making data-driven decisions to improve revenue performance.

These duties highlight the multifaceted role of a CRO in an IT services company, emphasizing the importance of strategic vision, leadership, and a data-driven approach to revenue growth.

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The average full time CRO's compensation in the U.S. is \$473,688 (salary.com). We realize that many tech start ups cannot afford or even need a full time CRO, so our fractional solutions make it much more affordable yet still see tangible results. Our agreements run for six months at a minimum of ten hours a week, which makes your revenue growth affordable.

HOW TO REACH US

Olympia Point is headquartered in Indianapolis, Indiana, US. Click the learn more button below to schedule an appointment with us, or call us at (317) 886-1776.

[Learn more](#)

Don't Delay.

An investment today in CRO services is an investment in your company's future. Let's start a no obligation conversation today to see if CRO services are right for your organization.

