

CLIENT PERSPECTIVE



Diablo Management Group, Inc.

John Kirsten, Principal

“I’ve been a client and worked with GI with five companies over seventeen years.

Businesses included consumer software, public safety communications systems, private equity investment and biotechnology.

Each company was young and growing and needed the entire array of services including both strategic and tactical plans, PR, branding plus identity and awareness.

I’d describe Kristi and her team as “quick studies” who grasp the situation immediately and are able to kick-off a detailed program in a matter of days.”

The challenge

As a turnaround entity for troubled corporations, Diablo Management Group provides advisory services for companies undergoing financial hardship.

Diablo helps companies rebuild, consulting on operational improvements and supporting business expansion. Diablo needed to support the corporate rebuilding of several troubled companies during the great recession when many companies were distressed.

Golden Impressions was retained by the Managing Partner to broaden awareness of its turnaround services among the investment community

Our solution

Golden Impressions supports Diablo’s clients with successful turnarounds and company restart initiatives.

For Diablo client FWB Software, Golden Impressions effectively built new business opportunities for this Macintosh consumer software company. Through aggressive public relations, demand creation programs and new product packaging the company was able to attain profitability, growth and positioned FWB for acquisition.

Diablo also retained GI for ElectroCom, a public safety communications system company that needed a new identity and positioning. GI executed the transition to a new corporate name and logo, IP MobileNet, and coined the tag line “*Networking in Motion*”. IP MobileNet enjoyed significant market share that enabled the company’s acquisition.



GI also supported Diablo by contributing to the marketing activities of their private equity client, Parallax Capital Partners. GI developed several demand creation programs and an entire literature hierarchy to support Parallax as they build their base of private equity prospects.

Diablo client, Slim Search, a biotechnology venture needed to globalize fast, GI developed the strategic and tactical plans to help the founder and investors achieve their growth objectives. Golden Impressions established a new identity with messaging to reach expanded audiences within the genomic search tool market. GI's programs were responsible for a 3,000% (30-fold) increase in downloads for the Slim Search genomic research software resulting in several major sales including the coveted University of Washington St Louis Medical School. Additionally, Golden Impressions is credited with the securing the founder's lucrative exit from the company.

The result

Today, Diablo Management Group has served over 400 distressed companies some through turnarounds and others through asset liquidation. By ensuring the success of the turnarounds, Golden Impressions has contributed significantly to Diablo's growing base of clients.

Turnaround company founders, management and investors have noted the critical importance of GI's contributions to their renewed successes.