

# Strategy. People. Performance.

TURNING AMBITION INTO MEASURABLE GROWTH.

Executive advisory for technology companies across Canada and North America.

## WHO WE ARE

Mughal Consulting Group (MCG) is a Toronto-based executive advisory firm helping technology companies across Canada and North America accelerate revenue, scale effectively and build high-performing sales organizations.

We bring real-world experience, practical frameworks and a collaborative approach to solve complex challenges and create lasting value.

*"Real progress happens when strategy, people and execution align."*

— OSMAN BAIG  
FOUNDER, MUGHAL CONSULTING GROUP



INSIGHTS. STRATEGY. EXECUTION. IMPACT.

## OUR ADVISORY CAPABILITIES

Six integrated service areas designed to help technology companies find, win and keep more customers – and build the people, processes and partnerships to sustain growth.

- Go-to-Market Strategy
- Revenue & Enterprise Growth
- Sales Transformation & Performance
- Fractional CRO & Revenue Leadership
- Partner & Channel Strategy
- Advisory & Strategic Enablement

## REAL OUTCOMES FOR A BRIGHTER TOMORROW

Helping technology companies grow, scale and make a bigger impact.

FASTER  
REVENUE GROWTH

STRONGER  
SALES ORGANIZATIONS

EXPANDED  
MARKET REACH

LASTING  
BUSINESS IMPACT

BIGGER  
OPPORTUNITIES.  
BRIGHTER  
OUTCOMES.

# From Insight to Impact.

PRACTICAL. COLLABORATIVE. RESULTS-DRIVEN.

Helping technology companies solve real challenges and create lasting value.

## OUR SERVICES

Integrated advisory services to help you accelerate revenue, scale effectively and build high-performing sales organizations.



### Go-to-Market Strategy

Define and execute winning strategies for market entry, expansion and differentiation.



### Revenue & Enterprise Growth

Accelerate pipeline, win more customers and drive sustainable, profitable growth.



### Sales Transformation & Performance

Assess, design and implement strategies to elevate sales effectiveness and productivity.



### Fractional CRO & Revenue Leadership

Experienced leadership on demand to guide strategy, execution and scale.



### Sales Leadership & Team Development

Build high-performing teams through coaching, mentoring and practical enablement.



### Partner & Channel Strategy

Develop and optimize partner ecosystems to extend reach and drive growth.

## THE MCG APPROACH

A pragmatic, hands-on approach designed to deliver real outcomes.

1

### DISCOVER

Understand your goals, challenges and opportunities.

2

### DESIGN

Develop tailored strategies and actionable plans.

3

### ENABLE

Work alongside your team to implement and build capability.

4

### DELIVER

Measure impact and refine for long-term success.

*"Strategy without execution is just a conversation."*

— OSMAN BAIG  
FOUNDER, MUGHAL CONSULTING GROUP

## ENGAGEMENT OUTCOMES

Measurable results that help technology companies grow, scale and perform.



FASTER  
REVENUE GROWTH



STRONGER  
SALES ORGANIZATIONS



EXPANDED  
MARKET REACH



LASTING  
BUSINESS IMPACT

BIGGER  
OPPORTUNITIES.  
BRIGHTER  
OUTCOMES.

# Real Challenges. Measurable Results.

TURNING STRATEGY INTO LASTING IMPACT.

Examples of how we help technology companies accelerate growth, build capability and achieve their goals.

## SELECT CLIENT OUTCOMES

Different challenges. A consistent focus on results.



### GO-TO-MARKET ACCELERATION

#### From Potential to Pipeline

Helped a technology company refine their go-to-market strategy, clarify target segments and enable the sales organization.



**3x**

increase in qualified pipeline in 12 months



### SALES ORGANIZATION EFFECTIVENESS

#### Building a High-Performing Team

Supported a national expansion by designing the talent strategy, coaching leadership and implementing sales process discipline.



**100%**

increase in sales productivity



### STRATEGIC ADVISORY

#### Clarity for What's Next

Worked with leadership to assess market opportunities, refine the value proposition and develop a practical execution roadmap.



**Stronger Market Position**

and improved win rates

## WHY PARTNER WITH MCG?



### PRACTICAL PERSPECTIVE

Real-world experience, not theoretical advice.



### SENIOR LEVEL ENGAGEMENT

Work directly with experienced advisors.



### TAILORED SOLUTIONS

No one-size-fits-all frameworks.



### FOCUS ON EXECUTION

Turn strategy into actionable plans.



### LONG-TERM IMPACT

Build capabilities that last beyond the engagement.

*"Osman brings a rare combination of strategic thinking, practical execution and a people-first approach. He helps you see what's possible — and then makes it happen."*

— INDUSTRY EXECUTIVE  
TECHNOLOGY SECTOR, CANADA

## A PARTNER FOR WHAT'S NEXT

Whether you're entering new markets, scaling your sales organization or navigating change, MCG brings the experience, perspective and practical support to help you move forward with confidence.



**NEW OPPORTUNITIES**



**STRONGER TEAMS**



**GREATER EFFICIENCY**



**SUSTAINABLE GROWTH**



**REAL INSIGHTS.  
BIGGER  
POSSIBILITIES.**



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CONSULTING GROUP

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