



## **Blue Ridge Growth Advisors Announces New Website**

### ***New site offers description of services along with free content***

CHAPEL HILL, NC (December 7, 2009) Blue Ridge Growth Advisors, a strategic consulting and hands-on management services firm announced today the launch of a new website. The new website, available at [www.br-impact.com](http://www.br-impact.com), provides company background, description of the services offering, in addition to free content designed to offer practical solutions to everyday business strategic and operational issues.

Blue Ridge Growth Advisors works closely with executives, business owners and investors to define business opportunities develop and refine realistic, actionable strategies and then implement them to success. In addition to providing strategic consulting and hands on management services to businesses, the company also performs company and new product due diligence work for investment firms. Blue Ridge Growth Advisors engages in work across a broad range of industries, with a focus is on the global healthcare markets, emphasizing the medical technology, devices and diagnostics sectors.

“We are very pleased to be able to describe the value we offer via this new website”, said Ray W. Swanson, Blue Ridge Growth Advisors’ founder and president. “I am also excited to be able to share our ideas and potential solutions to real business issues faced by many executives as they navigate the path to success.”

The company typically engages on the leading indicators that **drive shareholder value:**

- Company Vision and Value Proposition.
- Implementing Pragmatic Goals and Strategies.
- Identification and Alignment of Key Success Drivers and Metrics.
- Recognizing and Overcoming Obstacles to Success.
- Accelerating Time-to-Market and Market Adoption for New Products.
- Cost Efficient Infrastructure Growth.
- Capital Strategy for Start-Ups.
- Management Team and Leadership Development.

The company **achieves results** through these primary services:

- Interim CEO, COO or CMO.
- Fundraising Strategy and Preparation.
- Business Plan Development.
- Sales and Marketing Audits and Commercialization Strategies.
- Determine Market Requirements and Specifications for New Products.
- Implement Phase-Gate, Milestone-Driven Product Development Process.
- Infrastructure Planning.
- C-level and Executive Coaching.
- Investor Due Diligence on Start-Up and Mid-Stage Companies.

#### **About Blue Ridge Growth Advisors**

Blue Ridge Growth Advisors is a strategic consulting and hands-on management services firm headquartered in Chapel Hill, North Carolina.

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