

## **Chiefofstaff.com Launches to Help CEOs of Large, Complex Organizations Execute Strategic Plans**

*Software solution offers real-time, 360-degree perspective on strategic plan implementation, ensures accountability across divisions and teams*

Hartford, Conn. ([PRWEB](#)) June 21, 2016 -- Chiefofstaff.com has launched with a scalable strategic plan management software solution to help CEOs manage and implement strategic plans across complex organizations. Now in the marketplace, the flagship Chiefofstaff.com platform is designed to get organizational teams rowing in the same direction. The firm recently welcomed Seguros Monterrey New York Life, the Greater Boston YMCA, Riveron Consulting and Say Yes to Education to its roster of regional, national and international partners and [clients](#).

Chiefofstaff.com's platform is the only strategy execution platform designed for CEO and C-Suite leaders of large, complex organizations. [The March 2015 Harvard Business Review reports strategy execution is the number one challenge facing corporate leaders globally, and, further, that 65-75 percent of large organizations struggle to implement their strategic plans.](#)

Gary Bennett, CEO of Chiefofstaff.com client Seguros Monterrey New York Life agrees with this research, and sees Chiefofstaff.com as having "tremendous value" to CEOs. He notes that, "The ability it gives senior executives in organizations to take a snapshot look of implementation and an overview of the strategic plan to me is key, because nothing has existed quite like this before. This will prove to be a dynamic change for the industry."

"We created the Chief of Staff technology around the premise that there had to be a better way for organizations to track and execute," Robert Epner, Founder and CEO, Chiefofstaff.com said. "Our software helps complex organizations collaborate across divisions and teams to achieve strategic goals to move them forward."

Epner knows first-hand the critical role a well-executed strategic plan plays in the success of complex organizations. Prior to developing Chiefofstaff.com, Epner served as Chief of Staff and COO at ING Group, the Dutch multinational banking and financial services corporation, where he oversaw 24 businesses across 12 countries with more than 10,000 employees. With Epner's guidance and strategic foresight, ING Group realized 30 percent growth for the region. Many of the strategies and processes he employed at ING Group helped to shape the Chiefofstaff.com technology.

[Chiefofstaff.com](#) offers a flexible management tool to help CEOs maintain a clear line of sight over the implementation of their strategic plans. By logging succinct, high-level updates in the console, teams can easily communicate their activities, and leadership can monitor progress and laser-in on barriers to completion. The platform can be modeled to fit any type/format of strategic plan and customized to fit a company's unique needs.

"Our technology essentially allows CEOs to crowdsource status updates across complex organizations in real time," Epner said. "It's an efficient way for non-profit and for-profit organizations to monitor progress, and fosters two-way communication amongst all stakeholders. Most importantly, it keeps the entire team focused on the strategic priorities."

Chris Stevens, one of the four people to develop and launch the Keurig Premium Coffee Systems and a member of the Chiefofstaff.com advisory board, sees Chiefofstaff.com as “a game-changer. I wish I had it when I was at Keurig. Every large, complex organization will want this product.”

In addition to working directly with end users, [Chiefofstaff.com collaborates with a network of consulting partners located around the world to bring scalable strategic plan management to their clients](#). The Chiefofstaff.com platform complements consultants’ strategic planning and business advisory efforts, and provides clients with an easy-to-use solution to guide plan implementation, ensuring both transparency and accountability across an organization. Since launching, Chiefofstaff.com has swiftly cultivated a global network of partners.

“Transparency is a critical component of helping CEOs effectively monitor and manage the implementation of strategic plans,” Dr. Lawrence Sullivan, Chairman of the Board of Advisors of Chiefofstaff.com and President of Chiefofstaff.com’s nonprofit, religious, academic and healthcare (NRAH) line of business, said. “By simplifying the process, improving visibility and fostering engagement, complex organizations are able to achieve their strategic goals with the help of Chiefofstaff.com.”

To date, Chiefofstaff.com has secured funding from Connecticut Innovations and the Connecticut Department of Economic and Community Development, as well as private investors globally.

Chiefofstaff.com’s headquarters are at 750 Main Street in Hartford, with a satellite office at 14 East 109th Street in Manhattan.

To learn more, visit: [www.chiefofstaff.com](http://www.chiefofstaff.com).

#### About Chief of Staff, LLC

Chiefofstaff.com is a cloud-based software designed to help complex organizations manage and implement strategic plans. The flexible solution fosters open communication amongst teams, drives employee engagement, and allows CEOs to maintain a clear line of sight across all divisions and teams ensuring plan implementation remains on schedule. An integral part of the company’s culture is its commitment to the community. Through its support of the [David Arthur Foundation](#), Chiefofstaff.com aims to strengthen and build innovative communities to solve autism life cycle needs and other social problems. To learn more, visit [www.chiefofstaff.com](http://www.chiefofstaff.com).



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