



ROB MONSON

ABOUT —

Rob Monson founded Tenfold Advisors on the belief that organizations could grow 10X if they used the right strategic execution system. A 3HAG and Scaling Up certified coach who has worked in organizations of all sizes, Rob has used his extensive knowledge of strategy, digital marketing, forecasting, execution, and talent development to scale companies spanning many industries.

A Utah-based coach, Rob spent the better part of 13 years working in organizations that scaled using strategic execution systems. After playing a key role in a company that tripled in size in less than 4 years, he implemented similar growth frameworks with comparable results before becoming a full-time coach.

Rob's purpose is to help organizations achieve fulfilling growth by creating a consistent tight relationship between long-term strategy and short-term execution. An expert in strategic planning, brand development, SEO, paid search, affiliate marketing, and database marketing, Rob helps organizations forecast their success through ROI-driven marketing plans.

With a tight focus on client service, Rob developed one of the fastest growing coaching practices in the US. Since 2017, he has become the preferred coach for clients in many industries, including mortgage, insurance, hospitality/restaurants, construction, legal alarm monitoring, manufacturing, consumer goods, software, private equity, retail, plumbing, electric, and advertising

SPECIALTIES —

COACHING

- Disruptive Strategy
- Predictive Growth
- Company Execution Frameworks
- Talent Acquisition & Appraisals
- Customer Service Excellence

SPECIFIC EXPERTISE

- Digital Marketing
- Forecasting
- Talent Selection & Evaluation
- Operational Efficiency & Alignment

CAREER HIGHLIGHTS

- Helped prominent client increase EBITDA 67% in one year by helping them implement a strategic execution framework.
- Led consumer marketing efforts for Golf Channel New Media, helping GolfNow.com become the #1 online tee time booking engine.
- Developed and implemented marketing strategy for ZipDriven SaaS platform (dealership market share optimization software), helping generate over 600 users in only 14 months.
- As a marketing and recruiting partner for education institutions, oversaw the largest ever online degree program launch for a prestigious, traditional university that exceeded student enrollment goals by 360% and resulted in an extra \$1,000,000 in top-line, first year growth.

CONNECT WITH ROB

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