

## STRATEGY

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### What was the **PROBLEM**?

Private equity-owned TwentyEighty was a portfolio of five leading corporate learning and business performance companies that needed to digitally transform to increase valuation in the market and be positioned to sell. The five companies were: VitalSmarts (culture and communication), Miller Heiman Group (sales transformation), AchieveForum (leadership), Strategy Execution (project implementation), and Omega Performance (credit risk training).

### What was my role in the **SOLUTION**?

As the Chief Product Officer (CPO), I was over the digital transformation and product roadmap for all five companies. I supervised the leading-edge product strategy and digital transformation that positioned the TwentyEighty companies as innovative producers of IP in subscription/recurring revenue bundles and digital modalities.

### What was the **RESULT**?

As the CPO, I played a crucial role in the successful turnaround and exit of all five companies, creating additional value counted in hundreds of millions of dollars. We had a successful exit event due in part to the successful launch of over 30 new digital products in over three years. These included microlearning, eLearning, virtual classrooms, reinforcement tools, digital coaches, and three new subscription platforms and business models.

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