



TURN STALLED GROWTH INTO FORWARD MOMENTUM

Hands-on commercial leadership for companies that need clarity, accountability and measurable execution.

30+

YEARS LEADING
COMMERCIAL
GROWTH

4

HEALTHCARE
STARTUPS
LAUNCHED / SCALED

\$27M → \$360M

REVENUE GROWTH
LEADERSHIP

\$56M

NEW REVENUE IN
UNDER 9 MONTHS

WHEN GROWTH ISN'T WORKING

Ascendant Strategies finds the commercial bottleneck, rebuilds the revenue engine and stays close enough to execution to make the plan work.

WHERE I CREATE VALUE

- Diagnose stalled revenue, weak pipeline and channel gaps
- Reset go-to-market strategy, priorities and account focus
- Build sales leadership, operating cadence and accountability
- Scale CRM, forecasting, contracting and commercial operations
- Lead launches, integrations and high-stakes growth transitions

BEST-FIT INDUSTRIES

MEDTECH & BIOLOGICS

DIAGNOSTICS & DIGITAL HEALTH

HEALTHCARE SERVICES

FUNCTIONAL BEVERAGE & CPG

BEST-FIT LEADERSHIP

Fractional / Interim CCO

President / General
Manager

SVP, Sales & Commercial
Operations

CEO / Board Growth
Advisor

THE ASCENDANT METHOD

- 01 **DIAGNOSE**
Find the real constraint.
- 02 **DESIGN**
Set the growth plan.
- 03 **EXECUTE**
Install cadence and deliver.

READY TO RESTART GROWTH

Start with a confidential strategy conversation with Mark Diaz



CONNECT WITH MARK

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