

# What We Do. How We Do It.

At Aurarius LLC, our branded consulting services are tailored to ownership or senior management of “mid-market” companies, the small- and mid-sized firms that are typically privately-held. Clients of this type would call us if they have what we call KYAAN issues on their minds — issues that **Keep You Awake At Night**, perhaps the one thing that’s frustrating them with their business. It might be a major strategic dilemma, or an operational need, or an organizational challenge. They appreciate our well-considered, objective, and most of all, honest feedback and advice.

It’s often lonely at the top of a mid-market company, whether you’re an owner or a member of the senior executive team. And it’s often valuable to have access to an impartial sounding board, to float a trial balloon or two. You might find yourself calling us when you’re under pressure to deliver results. You might call during times of uncertainty. You might talk with us when you need to make decisions that will have major effects on your people and the structure of your organization. Or you might call us simply to get a sanity check.



We help company leadership capitalize on new profit opportunities, maximize revenue, sustain growth, and reach their business objectives. We do this by solving the most important challenges. Starting with senior management’s KYAAN issues, and using our uniquely broad cross-functional experience, we formulate an independent and honest situational view. This comes about from conversations not only with the senior level, but also with key stakeholder groups as well. Then we apply our objectivity to bring clarity to complex challenges, resulting in straightforward recommendations that are also feasible to implement. And if you would like our help with implementation, we can do so as an outside member of your team, or even as interim executives.

Whether it’s working with us to reach the AgileXnt Zone™ or utilizing our At The Top™ confidential advisory service, we are keenly aware that we can only help you best by offering sound recommendations that have a reasonable chance of being implemented.

## Branded Services

### AgileXnt™ Zone

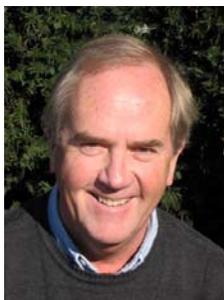
In the AgileXnt™ Zone, companies enjoy the competitive advantage of being in a zone where they are simultaneously agile and excellent. To see the AgileXnt Zone™ map on the Web, go to <http://www.AgileXnt.com>

### At The Top™

A confidential advisory and “sounding board” service for senior management and company ownership. We provide business counsel on sensitive and critical issues such as major strategy considerations, company culture transition, organizational excellence, leadership succession planning, executive and management mentoring, and other areas.

## Senior-Level Experience

**Gary Lim** is the founder and president of Aurarius LLC. His career prior to Aurarius has spanned 20 years of creating revenue growth in Silicon Valley companies. He has held senior executive and product-line positions at Hewlett-Packard, ROLM, XEROX, Novell, as well as at several start-up and early-stage companies. Gary earned a B.S.E. in electrical engineering and computer science *cum laude* from Princeton University, and a Masters degree in organizational management from University of Phoenix. He first came to Upstate New York from Silicon Valley as the inaugural director of the Entrepreneurship Program at Syracuse University’s Whitman School of Management, and is now Visiting Professor of Entrepreneurship at SUNY College of ESF. Gary is the author of 3 business books.



**David Parker** is a principal at Aurarius LLC, bringing more than 30 years of comprehensive experience in management and operations in a variety of industries, including healthcare, higher education, automotive, and training. He has held senior executive positions at General Motors, Blue Cross/Blue Shield, Precision Systems Manufacturing, and Westplex Industries. Dave has also held senior administrative positions at Rochester Institute of Technology, and Onondaga Community College. At OCC he was founding director of The Lean Institute, which won a national award for excellence. During the years when Dave was part of the Rochester business community, he acquired Advanced Automotive Training Services Inc., increased revenues seven-fold, and subsequently sold the company to a major corporation.

### Aurarius LLC

P.O. Box 302 / Manlius, NY 13104  
Tel.: 315-885-1532  
Email: [info@AurariusLLC.com](mailto:info@AurariusLLC.com)

