

CHAD L. CONNERY
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Sales, Growth & Advisory Leader for CPA & Accounting Firms

PROFILE: 25 Years of Experience: Sales and Operations Leader | Certified Growth and Turn Around Specialist | Business Consultant | CRO | COO |

Sales, growth, and operations executive with 25 years of experience helping professional services firms—drive revenue growth, improve client retention, and expand advisory offerings. Proven ability to build scalable sales processes, develop consulting and CAS programs, improve firm economics, and strengthen client relationships without disrupting core tax and accounting operations.

Recognized for translating strategy into execution, aligning partners and staff, and creating predictable revenue streams through advisory, and structured growth initiatives. Trusted advisor to firm owners and partners seeking sustainable growth, increased firm value, and improved client “stickiness.”

CORE COMPETENCIES

- Advisory & Consulting Program Development (CAS, Growth Advisory)
- Sales Process Training
- Partner & Leadership Alignment
- Operational Efficiency & Process Improvement
- Customer Success & Retention
- Business Strategy & Market Expansion
- Sales Leadership & Training
- Contract Negotiation & Pricing Strategy
- Mergers & Acquisitions (M&A)
- Financial Forecasting & KPI Management
- Consulting and Coaching

PROFESSIONAL EXPERIENCE

Peak Business Advising | Nashville, (Franklin) TN | 2018 – Present

- Lead a premier business advisory firm specializing in M&A, business growth strategies, and operational consulting.
- Increased revenue and business valuations for companies exceeding \$50M.

- Develop and execute exit strategies, enabling business owners to maximize company value.
- Provide financial management solutions, including budgeting, forecasting, and P&L oversight.
- Expert in business turnarounds, scaling strategies, and revenue growth.
- Serve as the COO, CRO, etc. for clients (Concrete Company, CPA firm, Marketing Agency, Manufacturing Company, Carpet and Floor Dealer)

EDUCATION & TRAINING- Dyersburg State College – Business Administration (1994)

- Top Pitcher, Baseball Team
- Teach College Course on M&A (Current)
- Professional Sandler Sales Training
- Certified Growth Specialist – Growth Drive
- Radiology Education Seminar (8 weeks) – 2001
- “Very Important Top Officer” Sales Program (2 weeks) – 1997
- “Getting into Your Customer’s Head” Sales Training (2 weeks) – 1995

LEADERSHIP & SPECIAL PROJECTS

- Managed successful political campaigns in 2014 and 2021.
- Board Member, My Friend’s House.
- Assistant Softball Coach, Grace Christian Academy.

BASEBALL TEAM MEMBERSHIPS

- ✓ Nashville Aces
- ✓ Memphis Braves
- ✓ Twitty City
- ✓ Nashville Thunder
- ✓ Arizona Angels