

## **Murdock Martell & TCGen Launch Predictive Management Metrics Consulting Services**

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Murdock Martell, a client-focused finance and accounting services firm, today announced that it has teamed up with TCGen, a Silicon Valley based management consulting firm to launch a Predictive Metrics Consulting service. The service will assist clients working to improve financial and operational efficiency by providing simple and effective measurement tools to better manage their businesses.

The new service offering will assist emerging and established companies with identifying the key drivers to achieve the milestones identified in their business plan. "We will be able to provide tools that will enable our clients to translate their goals into a few key objectives that can be easily measured," said Claire Martell, co-founder of Murdock Martell. The result is a small set of key metrics that will provide early warning signals of problem areas. A simple dashboard can be created to assist the executive team and to also effectively communicate to the Board of Directors and investors. Clients will benefit through better managed outcomes and it will also assist them to better leverage the Board's expertise and have more productive board meetings.

### **Combining Financial and Operational Expertise**

Predictive Management Metrics is a logical extension of Murdock Martell's core financial competencies in producing value-based, business process solutions. "With this offering we can be even more effective with clients in delivering additional finance and business solutions," said Leslie Murdock. Leslie's extensive Silicon Valley financial expertise is an outstanding resource in assisting clients implementing financial best practices, benchmarking and process transformation solutions.

TCGen is an experienced management consulting firm that enables organizations to grow the top line by creating new products faster and grow the bottom line by executing more efficiently. "Our clients receive lasting value because we manage change by measuring behavior. In today's world, every company is required to create more value with fewer resources," said founder John Carter.

By joining efforts in offering this consulting service, both companies' clients will benefit from the strong financial expertise of Murdock Martell and the operational expertise of the TCGen consulting team.

### **About Murdock Martell, Inc.**

Murdock Martell provides finance and accounting solutions to companies ranging from start-ups to Fortune 500 organizations throughout the San Francisco Bay Area. Our experienced and highly trained professionals provide measurable value to our clients with cost-effective solutions. Areas of expertise include SEC reporting and technical accounting and implementation of enhanced business management tools in the areas of equity accounting, financial planning and business metrics.

### **About TCGen, Inc.**

TCGen is a Silicon Valley based management consulting firm specializing in product development and strategy. TCGen can help clients profit by assisting them with metrics, corporate development, M&A, product development, product definition, and strategy. We can do this effectively by leveraging our executive level industry contacts, best practices benchmarking, CEO/CTO experience, process knowledge, and over 25 years of business experience by each

principal. Our clients range from the largest high tech clients in North America to early stage startups in software, telecom, medical, and consumer electronics.

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