



BUSINESS AND BRAND STRATEGY · HEALTH AND CARE

Make the parts add up.

Your brand, sales, marketing and technology are all working hard. GRPL gets them working together, so the effort shows up in the numbers.

WHAT'S POSSIBLE

What it looks like when it clicks.

Brand and sales telling one story.

Deals closing without the founder in the room.

Businesses within a group opening doors for one another.

A growth story that stands up to investor scrutiny.

The work starts with three decisions: where the business competes, what makes it worth choosing and how it delivers that value.

WHO YOU WORK WITH

Matt Gudge

Twenty years connecting commercial thinking with creative possibility. Leo Burnett, then CMO and marketing director roles at Healthengine, Big Red Group and Mable. You work with Matt directly.

"Matt's strategic thinking is one of his greatest assets."

DAN STINTON · CEO, HEALTHENGINE

Most of our work is in health and care.

HEALTHENGINE · MABLE · MEDX FINANCE · LIMINA

HOW IT STARTS

01

The conversation

We talk about what's happening in your business. You don't need a finished brief.

02

The read

Two to three weeks inside the business, with your leaders and your customers. It ends in the position, the story and a 90-day plan with owners.

03

The seat

Some clients keep Matt in a strategic seat afterwards, while their team and our specialists deliver. Everyone knows who owns what.

\$2b+

LENT BY MEDX FINANCE IN ITS FIRST TWO YEARS. GRPL BUILT THE BRAND AND THE GROWTH SYSTEM BEHIND IT.

"GRPL built our brand from the ground up and embedded the systems, processes and creative thinking that allowed us to lend over two billion dollars in our first two years."

TODD O'REILLY · FOUNDER AND CEO, MEDX FINANCE

Talk it through with Matt

matt@grpl.com.au
grpl.com.au
linkedin.com/in/matt-gudge

Work that works.

INDEPENDENT BUSINESS AND BRAND STRATEGY · AUSTRALIA