

The Digital Dutchman: Bos Godska

The Acrobat Consultancy

Bos Godska, a known digital Dutchman hacker and a very highly recommended computer placer of himself. Having his past sixteen (16) years experience into the digital world that made him constant enough to be remembered around Australia, UK, Russia, Ukraine and etc. Headhunted in year 2008 by Index Ventures to head Russia's number one (1) e-Commerce player after given less relevancy of Orbitz.com. After that shifting, he notices a big gap where he knows how to fill out the void between Western and Eastern, as to initiate on his own nook.

Doing one thing that work risk taking, is what Acrobat Consultancy mainly into its' dominant goal-setting of running the business for Bos Godska. "The framework of my growth hacking drive; I love to make businesses healthier and turn ideas into reality", Boss implied. "Cultivating risk, taking the fullest responsibility for consultancy recommendations, adding action to the words on paper", as he added.

Venturing as challenging oneself into the said risky action and responsibility, Bos focuses on CIS (System). In a big tough market, a lot of extra dealing to be encountered, this comprises as "luggage" for Bos such as few of the many various barriers that to be considered. These are dealing with language barriers, so do with culture matters, bureaucracy, hr issues, instability and even weathers may affect. But despites to such, these leads to become the most best factors to succeed. Reaching this success, Bos underscore to widen his focus to Acrobat Consultancy to be based half close to European and American clients where CIS business arena would still be involved. Wouldn't be too wide to reality upon venturing those areas? Well, it's not a big matter to deal with for Bos. As he stated, "I'd say 50/50, as the internet knows no boundaries and certain marketing strategies we help to implement can fairly easily be extended to America, Asia depending on the type of product or service".

Making this perspective proposal to be fairly well to its' growth, and by the aid of CIS market to Acrobat Consultancy's timeline, the following below aspects would contribute to make it possible, these follows;

- Hands-on Support. The idea of operational nuts and bolts of setting up a stronghold by the uniqueness of its approach the CIS market offered.
- Best Copy Campaign. The idea of surpassing out in the market by using the leading media circuits under the supervision of global influence by both facebook and google.
- Preventing the Market Comfort Zone. The idea of partnering digital market hubs in staving off irreparable mistakes'
- Ranging Market Services. The idea of cornering the market in the range of market entry, billing, data crunching and "virtual CMO" services.

Apart from CIS market venture, Bos emphasizes as well with a much functional formula. This is no other than, the Cash Cow Bomber formula. Bos considered this formula as the universal key to digital success. This aphorism might be quite simple, but it conveys remarkable technique in maximizing business potentials, either for start up or for corporal business.

On this strategy, Acrobat consultant connects an encyclopedic list of quick wins, KPIs and tools to each path; all proven an effective value across in many businesses even internationally.

To detail further as what Cash Cow Bomber formula, below is Boss' market illustrative elaboration for the same. CCB formula describes as follows;

- A long tail of Growth Hacks. Strategizes proven insights as accumulated over the past years and specially updated by Boss and team as constant as the sector innovates.
- An organization for Opportunities. Increases revenue as fast as noticeable with the team's tools using the best functional & effective tool (as Quick Win Audit). This tools has been a long time remarkable for Boss as been applied to his Russian retailer who was most know as top of the said industry. Acrobat consultant really contributes to this client into the best in so many ways that render into his business growth and improvements which was not provided yet before.

As clearly stated above sub-points, the mentioned specified strategic task though risky market, generally renders for Bos and to the recipients a very doubtlessly recommendations even widely across businesses boundaries. Bos confidently concluded that as Acrobat consultant he agrees, "that you won't win the proverbial war with only a checklist of business optimization tasks, but tactical "entrepreneurialism" is much more a part of the bigger strategic picture and the real needs of businesses in these fast paced times than CEOs and established consultancy firms may wish to admit. I personally believe that as a consultant through jumping into the trenches of your clients by means of for example quick win growth hack audits, you get to know their business first-hand; a bottom up approach which then allows to zoom out and really connect their current reality with the best strategy for the future. Consultants should not fear getting their hands dirty and are perfectly able to take responsibility for their recommendations! This approach will improve the image of consultancy for the long term that is my strong belief"