

FOR IMMEDIATE RELEASE  
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# NORTH STATE CONSULTING

**PRESS RELEASE** - North State Consulting Expands Executive Team with Two High Profile Hires. Partners with Lex Tech Review.

Raleigh, North Carolina – July 3<sup>rd</sup>, 2017 – North State Consulting (NSC), the provider of market-leading strategy consulting, outbound sales, and talent development today announced two additions to its executive team because of exponential growth in two strategic categories. Chelsey Lambert, Chief Strategy Officer, Legal will oversee all efforts in the Legal Industry. Drew Gascoigne, VP of Sales Operations will oversee all outbound sales teams.

NSC has seen a tremendous response in the legal technology space requiring additional resources to accommodate growth. That industry is evolving everyday with new technologies, new categories, and new vendors. It can be increasingly difficult to get the market's attention but the time is now. NSC has an expert level of understanding of the industry and can assist vendors of all sizes with their go to market strategy. Once the strategy is in place, NSC can build an outbound sales organization from scratch or supplement an existing team. NSC clients can even hire their sales people if there is mutual interest.

"The addition of Chelsey Lambert to our team is a huge milestone for NSC. Chelsey brings a wealth of knowledge, experience, and integrity matched by very few in the industry. She has seen the industry for 11 years from many angles. I am absolutely thrilled to have her on board. I am equally excited to partner with [Lex Tech Review](#). Adding Chelsey and this partnership allows us to offer a full suite of marketing services. We can now start with the strategy and close the loop speaking to our client's prospects in many ways. We want to offer a turnkey solution. It is all about execution." -Bill O'Boyle, CEO

Highly effective outbound sales teams are essential for a company's growth. North State Consulting has added six new sales teams in the last four months alone and expects that pace to increase for the foreseeable future. "Outbound sales and lead generation teams are extremely difficult, and time consuming, to start from the ground up yet highly effective if properly executed. They require an expert level of experience in hiring, sales and product training, sales operations, compensation models, patience, and accountability. Our infrastructure and processes are turn key. It allows our clients to rapidly expand their business. This is high growth category for us and we needed an Executive that understands how to far exceed our client's expectations, accommodate our rapid growth, and develop the best talent in the area. Drew brings all of that to the table and we are delighted to have him.

This is a very exciting time for our clients, our employees, and our model. We are very pleased to welcome both to our leadership team and look forward to them driving lucrative returns for our clients." – Bill O'Boyle, CEO

Lambert, Founder of Lex Tech Review brings more than eleven years of experience in the legal technology marketplace. Prior to joining North State Consulting, she served as a Practice Management Advisor for the Chicago Bar Association, followed by her role as Vice President of Marketing at Smokeball, a leading provider of case management software for small law firms.

Prior to North State Consulting, Gascoigne founded and successfully exited Synergy Consulting after nine years. Synergy is a customer focused business and technical consulting group which specialized in flexible staffing solutions, operational efficiency, and business analysis, ensuring increased profitability and decreased cost for clients of all sizes from start-ups to Fortune 50 organizations. Prior to Synergy, Drew lead the deployment of \$116M in capital for Verizon over a two-year period.

## About North State Consulting

North State Consulting provides strategic business development, sales development, and people development services. This unique model ensures our clients have the proper go to market strategy, executive level representation in the market, the ability to execute with a world class sales team, and can always recruit top notch employees pre-trained on their product and culture. To learn more about North State Consulting, visit: [www.NorthStateConsultingLLC.com](http://www.NorthStateConsultingLLC.com).

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