

# Accomplish more in less time.

We support emerging entrepreneurs and established businesses to develop and improve their products, projects and processes. Our purpose is to support you and your team to become more efficient and guide you in taking action to solve any problems you may encounter in running your business.



**Loren West**  
Founder & CEO

## Why Choose Us

CPG Beauty and Beyond started 8 years ago and since then, we have supported companies around the world to become more efficient. We specialize in product launches, streamlining operations and improving processes.

## 5 Reasons Why VIP Accelerators are the Best

- 1 **Hyperfocused productivity**
- 2 **Get more done in less time**
- 3 **Receive undivided attention**
- 4 **No more drawn out timelines**
- 5 **Collaborative process**



### → Dedicated Service

You'll receive specialized undivided attention to support you and your organization with solutions.

### → Expertise

Loren West has 19 years experience with project management, product development, and process improvement in variety of industries.

### → Recommendations

During your VIP experience, Loren may provide a list of resources to invest in that may support your business.

A few of our past clients for consulting services



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# VIP Accelerator



## Intensive VIP Business Accelerator

Let's collaborate together to accomplish more in 1 day than you thought possible.

### Pre-VIP Intensive:

- We conduct up to 2-hours of research and development to prepare pre-work strategy and document(s) for your VIP Intensive
- We deliver 1-hour Power Hour Business Intensive via ZOOM to review pre-work strategy and document(s) with Client
- Client will complete necessary pre-work prior to VIP Intensive

### VIP Intensive:

- We deliver 1 VIP Intensive (4-hour session) to Client via Zoom. Option to deliver over (2) 1/2 VIP Intensives (2-hours each). Option for on-site delivery if your company is in Los Angeles area
- Ability to record Zoom sessions & access for a lifetime

### Post-VIP Intensive:

- We conduct up to 5-hours offline support to develop and deliver custom deliverable to Client within 72 hours of your VIP Intensive
- We deliver 30-minute Q&A Follow-Up session via Zoom
- **BONUS: 30-Day Email Support after your VIP Intensive related to your selected themes and deliverables provided**

## Several Themes to Select From

### Mini Business Assessment

Assess 1-2 departments in your organization. You will receive a clear picture of what is working and what isn't along with recommendations and an implementation plan

### Uplevel Your Process

Assess 1-2 key processes for your organization. You will receive a documented updated process workflow for key processes within your organization to mitigate roadblocks and streamline operations

### Key Timelines Evaluation

Audit and assess 1-3 key existing timelines in your organization. You will receive assessment and recommendations for changes to optimize your timeline(s) and mitigate risks.

### Course Exploration

Assess existing 1-2 online course concepts or develop 1-2 new online course concepts for your business. You will receive competitor research, course names and concepts brainstorm, and potential 1-2 module outlines.

A few of our past clients for consulting services



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**\$3,000**

Investment subject to change

### Perfect Your Product Launch

Develop a custom standardized project plan for your product launches. You will receive a custom project plan you can use over and over again to streamline your product launches and mitigate risks. Receive expertise to ensure nothing is missed.

### Revenue Strategy

Assess your existing offers in your consulting business. You will receive assessment of offers and pricing, recommended additional streams of revenue to consider implementing in your businesses and recommendations to adjust pricing.

### Design Your Master Roadmap

Develop 1-2 roadmaps for your organization. You will receive a strategy with key steps and stages over the next 1 to 5 years whether you're looking to launch and expand a product line or implement and uplevel a corporate strategy across your organization



# VIP Accelerator



## Ultimate VIP Business Accelerator

Let's collaborate together to accomplish more in 1 month than you thought possible.

### Pre-VIP Intensives:

- We conduct up to 8-hours of research and development to prepare pre-work strategy and document(s) for your VIP Intensives
- We deliver 1-hour Power Hour Business Intensive via ZOOM to review pre-work strategy and document(s) with Client
- Client will complete necessary pre-work prior to VIP Intensive

### VIP Intensives:

- We deliver 4 VIP Intensives (4-hour session each, 16-hours total) to Client via Zoom over 1-month. Option to deliver over (8) 1/2 VIP Intensives (2-hours each). Option for on-site delivery if your company is in Los Angeles area.
- Ability to record Zoom sessions & access for a lifetime

### Post-VIP Intensives:

- We conduct up to 20-hours offline support to develop and deliver custom deliverables to Client within 72 hours of your VIP Intensives
- We deliver 60-minute Q&A Follow-Up session via Zoom
- **BONUS: 30-Day Email Support after your VIP Intensives related to your selected themes and deliverables provided**

## Several Themes to Select From

### 360 Business Assessment

Assess 3-4 departments in your organization. You will receive a clear picture of what is working and what isn't along with recommendations and an implementation plan to improve your products, projects and processes across your organization.

### PMO Implementation

Transform your project management system and processes. You will receive assessment of your current software and processes, potential selection of new project management software, development of custom streamlined project plans, and software training for your team.

### Stage Gate Implementation

Transform your product launch process through stage gate innovation implementation across your organization. You will receive assessment of your current product launch process and operational workflow, custom stage gate innovation process workflow, custom implementation plan and stage gate implementation calls

### Dedicated Project Management

Provide hands-on project management support for 1-2 highly visible short term projects. You will receive project charter, project plan, meeting facilitation, meeting notes and on-going tracking to drive your team to complete deliverables.

### Standard Operating Procedures

Document current procedures within 3-4 departments in your organization. You will receive custom workflow documentation of your key processes and roles to support operational assessment and onboarding of new team members.

### Mix & Match

Select Themes from Intensive VIP Business Accelerator to create your own mix-and-match customized Ultimate VIP Business Accelerator to best suit your business needs.

**\$10,000**

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Northeastern University  
Employer Engagement  
and Career Design

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linkedin.com/in/lorentaylorwest



(818) 664-9638



Los Angeles



Loren@CPGBeautyandBeyond.com



# Testimonials

Testimonials below are from VIP Intensives and prior consulting clientele where I provided long-term consulting engagements for their organizations



**Sara Johnson** Josie Maran Cosmetics | Creative Project Manager



Loren's stewardship in product development and project management at Josie Maran was a revelation. As a Creative Project Manager who's constantly balancing, prioritizing, and responding to creative requirements of all new and existing products, her detailed orchestration was invaluable.

With her eagle eye I had a clear, accurate, and up-to-date view of what was truly needed. This directly and significantly contributed to improved efficiencies in Creative Operations and my own team, stakeholder, and project management. She's an efficient, detail-oriented, collaborative, and congenial leader, partner, and colleague. She'll bring immediate and long-term impact to any business. I sincerely hope to work with her again and that the example she sets will set standards for more organizations.



**Ellery Triche** Coty | Senior Director Purchasing



Loren was a pleasure to work with. Her most notable attributes are her dedication, meticulous attention to detail and people skills. These were especially important at OPI and she was flawless.



**Seleh Alavi** Kaiser Permanente | Data Quality Manager



It was great working with Loren! She is professional, thorough, reliable and has excellent communication skills!



**Craig Nagasugi** Eppora | President



Loren is an intelligent, articulate, intuitive, positive, happy and project savvy individual. She is a true professional who conducted a real world evaluation of our project management software, EPPORA. She was able to learn, use all aspects of our product and successfully manage the test project without any training or guidance from our user manual (at our request to test ease of use/implementation). This is someone who possesses innate abilities to not only learn a highly technical product but excel in its use. She does so always with a smile and the desire to get the job done at the highest levels of excellence.



**Cindy McCaib-Wells** Ole Henriksen | Director of Customer Service



Loren is an asset to any organization. Her focus and ability to steer her team towards key issues and meet timelines is remarkable.



**Kris Slug** Chopra Center for Wellbeing | Guest Experience Manager



It was so refreshing to work with Loren. She is direct, focused, on-time and reliable. I didn't know Loren when I started working with her and I found myself easily trusting her expert advice and taking her direction with confidence. I value Loren for showing up and following through on her commitments. I would work with Loren again anytime.

A few of our past clients for consulting services



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**Megan Young Gamble** Get Level Consulting | Founder & Packaging Consultant



I hired Loren to review my growing practice, GLC, process, business operations, and intellectual property during the VIP Month Accelerator. During the accelerator, I not only received key insights and research on the relevant business topics, but received invaluable bonuses including thorough assessments, areas of recommendations, and revised templates. With the new guidance and thorough assessment, I will be able to produce better work for my client, establish new/define processes, and revamp my intellectual property. I would recommend hiring Loren @ CPGBB for your business and process needs.



**Charles Kilfoye** Northeastern University | Assistant Vice President  
Employer Engagement & Career Design



Loren supported my teams on multiple, complicated, high-impact initiatives. She provided top-notch project management support, documented processes, guided development efforts, and produced first-class tools and supports that streamlined and optimized our projects and processes. Loren was committed, deadline-oriented, innovative, resourceful, and can play in a lot of lanes on a project. She's a total professional and enhances any project strategy with her presence. I've worked with a lot of project management people over the years, and Loren is the best!



**Becky Collet** Northeastern University | Assistant Director Communications and Alignment



You rarely come across standout talent like Loren. Loren expertly filled the role of project manager for Northeastern University's Educational Innovation division for 11 months. I had the pleasure of collaborating and working side-by-side with Loren, where I could witness and benefit from her leadership. Loren broke the mold and created an environment where everyone felt supported and heard in an industry known for moving fast. Anyone would be lucky to work with a true leader like Loren.

Efficient meets exceptional is how I describe Loren. Since we started working together, the number of compliments we've received on our ability to move projects forward has skyrocketed. As a bonus, her turnaround times are always shockingly fast. Loren's ability to juggle multiple projects was unlike any I've seen before and made a dramatic difference in the productivity level of our team.

I was particularly impressed by Loren's ability to handle even the most challenging groups and assignments effortlessly. Her skill and ability to create and unearth needed resources were second to none. Loren always made sure everyone left with a smile, no matter how tense a meeting was when it started.

If you're looking for a project manager who can take your company's projects to the next level, I'd highly recommend hiring Loren.



**Elizabeth Bonin** Northeastern University | Senior Director Innovation Implementation



Loren West provides exceptional project management support across a broad spectrum of initiatives. She optimizes processes and streamlines timelines while she worked with me at Northeastern University. Loren leads teams in an efficient, results-oriented manner that fosters inclusive behavior. She is a pleasure to work with and an exceptional facilitator.

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**James Boyle** Northeastern University | Director of Strategic Industry Relations



It has been a pleasure working and collaborating with Loren in her role as Project Manager at Northeastern University. She brings a high level of competent, creative and skillful professionalism to her primary project management responsibilities, which has helped me and the Industry Relations team I represent at Northeastern achieve a high level of success.

Through her collaborative style and on-on task mentality, she has been able to ensure that critical projects - and the personal accountability that underpins those projects - are completed on time and with a high degree of value for the entire Northeastern University community. She knows how to encourage and get the most out of her teammates, driving us toward project completion and/or advancement in thoughtful and practical ways, like any seasoned project management practitioner should.

Beyond her project management acumen, Loren is a total team player in other aspects of the university's mission - whether that's helping with relevant marketing and communications needs; cultivating unique industry partnerships; playing a role in driving key University Initiatives; or simply filling voids within the organization as needed, Loren is not afraid to roll up her sleeves, pitch in, and leverage her many talents and experiences for the greater good.

It's my pleasure to work with Loren and I highly recommend her now and for any future endeavors she may seek as she continues to evolve her impressive and successful professional career.



**Sumana Banerjee Northover** Northeastern University | Director Talent Engagement



Loren's support in the NU VIEW launch and expansion for the Talent Engagement team at Northeastern University was invaluable. As a collaboration between our team, Career Design and Enrollment Management at the institution, we faced challenges which included but was not limited to content creation, generating employer partnerships and projects, hiring facilitation, and integrating the three course tracks within the Northeastern infrastructure - all within a tight timeframe for pilot and launch. Loren's project management through the process in establishing project timelines, meeting facilitation, connecting with members of the team to complete key milestones, and documenting processes as well as stages of program development contributed to the successful launch and implementation.

In addition to project management, Loren was also a resource for the team in developing the orientation deck for learners and her practice area expertise was greatly appreciated in post launch debriefs for program evolution and improvement. These debriefs were instrumental in documenting best practices for future course launches, including the badging process through the Provost's office. A true collaborator, Loren's dedication, contributions, and management were a welcome support to the team.

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