



As a strategic resource for talent management, [24 Seven](#) helps high-visibility and luxury brands identify, recruit, and secure game-changing talent. Its innovative approach combines global reach, industry expertise, and market intelligence to deliver top performers that advance the unique business goals of its clients.

Since its founding in 2000, 24 Seven has experienced steady and rapid growth from one office in New York to 13 across the US, Canada and Europe. Setting its sights on an even more ambitious global expansion plan over the next two years, the company recognized the need to accelerate its sales engine through a more focused, disciplined approach to strategic account management.

Working with KeyRoad Enterprises and its founder, Philippe Lavie, 24 Seven engaged in defining its strategy to maximize relationships with its most valuable and highest potential clients. This included characterizing key targets; establishing a detailed, strategic account process; identifying and training internal talent to activate the plan; and pinpointing the supporting operations improvements required for success. KeyRoad and 24 Seven worked together to develop a goal-oriented, milestone-rich action plan for penetrating and expanding these high-growth targets that would ultimately create mutually-beneficial, loyal partnerships for the long-term.

Anthony Donnarumma, COO of 24 Seven remarked:

“Although 24 Seven has been growing consistently, we had set some aggressive goals for ourselves and knew we had to sharpen our strategic focus to get to that next level. Working with KeyRoad helped us identify the clear-cut steps to take and milestones we had to reach in order to turn those targets on paper into attainable real-life success.”

Celeste Gudas, founder and CEO of 24 Seven, had this to say about her company’s work with KeyRoad:

“Working with KeyRoad has brought a strategic discipline to how we think about growing our business via critical accounts. Philippe has the unique ability to assess our strengths and prescribe specific strategies and techniques to develop our team to the next level of success. Not only has KeyRoad’s guidance helped us unlock our team’s potential, but it’s also has perpetuated a paradigm shift in our company’s approach to planning for and achieving future expansion.”

For more information on 24 Seven, please visit their web site at: <http://www.24seventalent.com>. For more information about KeyRoad Enterprises, please visit their web site at: www.keyroad.com.