



# ORS PARTNERS CASE STUDY

## CLIENT OVERVIEW

NAME: TRIDIUM  
INDUSTRY: HEALTHCARE  
SIZE: 59 EMPLOYEES  
TYPE: PRIVATE

**TRIDIUM**

## PROJECT OVERVIEW

- Tridium is a Philadelphia-based emerging growth digital behavioral health company dedicated to advancing behavioral-medical integration; Tridium delivers capabilities designed to identify those who need behavioral health, speed their access to care, and delivery a measurable impact to outcomes
- ORS Partners has been engaged with Tridium since early 2018, deploying our full suite of services
- The initial consulting engagement was working with the CEO and CFO on their strategy to raise additional capital for the organization
- Tridium then engaged ORS to provide Executive Search services to fill key leadership positions, including the Chief Revenue Officer

- Post funding, Tridium engaged ORS for White Label services to scale the organization and build the human capital infrastructure
- Tridium's CEO and CFO have maintained continuous calibration meetings with ORS executive leadership during the project around the company's strategy and growth plans

## CHALLENGES TO OVERCOME

- Early-stage technology company in a hot market that was under-funded and understaffed
- The company lacked brand- and industry-awareness to compete in the current market
- Sourcing and attracting candidates during the COVID-19 Pandemic, when the company moved to a remote/hybrid workforce



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## ACTIONS TAKEN

- ORS built a collaborative and trust-based relationship with the leadership team
- ORS has made introductions to the funding ecosystem
- ORS Executive Search Division has hired vital talent for the leadership team, which led to the introduction of our White Label solutions model to scale the business to include all levels of the organization
- ORS worked with the company through two financing rounds and company growth from \$5.5m to \$12m in revenue

## SUCCESS AND OUTCOME

- Tridium has more than doubled in size and revenue since we the partnership began, with ORS filling more than 40 positions
- New Directions Behavioral Health recently acquired Tridium, leading to a very successful exit by all investors
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ORS was terrific through the whole process. We can sometimes be squirrely, distracted, and maybe even a tad demanding, but you drove us through this process with an exceptional level of professionalism and quality. We feel like we got a terrific CRO in Chris who shares our passion for the mission and building a great, explosive growth company. From the bottom of our hearts, Thank you.

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Mark Redlus, CEO, Tridium