

BRINGING OUT THE BEST IN BUSINESSES

These Kansas City business owners pride themselves on helping other businesses grow.

Five years ago, decades-long friends and former co-workers Teddi Hernandez and Aviva Ajmera were on separate career paths—Ajmera as a partner in an international consulting firm and Hernandez as the Kansas City-based owner of a large, experience-based shopping events company. “But Teddi saw a gap in the local marketplace in which small- and medium-sized businesses needed help,” says Ajmera. “They had great ideas, but not necessarily the full suite of business skills they needed to grow.”

A lightbulb went off in Hernandez’s head. “Kansas City businesses and nonprofits need a new kind of business consulting. We have both the consulting skills and the practical business experience,” she told Ajmera. So, Ajmera left consulting, Hernandez sold her business, and, over a cup of coffee, they created SoLVE KC.

Their mission? “Helping clients in Kansas City—and now across the U.S.—solve problems that are keeping them from being the best they can be,” says Hernandez, SoLVE KC president.

“We work with clients from all industries, at all stages of their businesses’ life-cycle,” says Ajmera, CEO. “They range from small nonprofits to clients grossing more than \$500 million annually, from clients in their second generation of family ownership that are repositioning their brand to those commemorating 100-year anniversaries.”

Unique Model, Extraordinary Results

Armed with decades of experience in consumer product goods at large corporations as well as extensive experience in the nonprofit world, co-founders Ajmera and Hernandez offer clients a wide range of services: strategic planning, integrated marketing, new product launches, organizational design, consumer-client and internal research, and more.

What makes SoLVE KC unique, says



Teddi Hernandez,
President

Aviva Ajmera,
CEO

Ajmera, is the individualized way she and Hernandez work hand in hand with clients. “With most consulting firms, clients come to you with a problem, and they want you to come back to them with a solution. We don’t do that.

We roll up our sleeves and work side by side with clients because they are more likely to own the solutions if they’ve been a part of building them.

“We also don’t only work with the client’s top layer of executives,” continues Ajmera. “We work throughout the organization, including with the people doing the work.”

Most importantly, Ajmera and Hernandez are the ones doing the work for clients, not less-experienced junior consultants, which is what often happens at larger consulting firms. “Our clients get all the wisdom, academic rigor, proven methods, and street smarts we bring to the table,” says Ajmera, “and that adds up

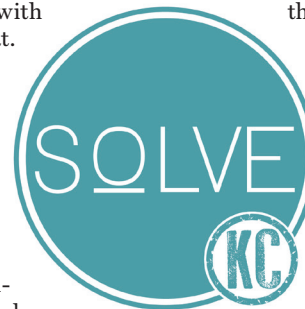
to delivering practical solutions.”

“Anybody can solve issues on the surface,” says Hernandez. “We take the time to dig down into the layers and ask the ‘why’ questions. That’s what clients appreciate most. We connect the dots for them in a really unique way.”

Big Hearts

Giving back is a major theme at SoLVE KC, so much so that the company makes end-of-year donations on behalf of its multi-month client projects to a nonprofit that’s important to each client.

And if the client *is* a nonprofit? “We donate to them,” says Ajmera. “We’re so grateful for being able to use our skills to help Kansas City businesses grow. This is our way of saying, ‘Thank you.’”



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