



proven marketing ingredients to grow profits at life science companies

HOW CAN WE HELP YOU GROW?

Nurturing Your Growth Potential



We Help You Grow

lime LLC is a boutique management consultancy that helps life science organizations, leaders, and teams thrive in times of high uncertainty, complexity, and ongoing disruption. Recognizing marketing as a strategic engine, we help leaders like you ensure the right thinking, tools, processes, and conversations are in place to drive sustainable innovation, profit, and growth.

We Take a Different Approach

We believe that one size does not fit all. The road to great strategy must be fit-for-purpose within the unique context, culture, and realities of the organization, their leaders, and their marketers. Our proprietary **lime pHprofit prism system** merges this people side with the profit side. We work to ensure marketing capabilities efforts create disciplined customer focus, foster individual creative thinking, and leverage the important human factors that let strategy come alive.

We focus on results, not activity!



Why Do You Need LIME?

Nurturing profit is a lot like what happens in nature. It's a result of a healthy, relational, symbiotic system.



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While deeply rooted tangibles like the market, customers, or competition can be hard to change, there are steps to **make what you have better**, like adding the right amount of **lime** to the soil **at the right times** to create **ideal pH conditions** for a thriving, profitable business **in that climate**.