



COMPANY BRIEF

Senior-led support for growth and commercial performance in Southeast Asia

For mid-market industrial companies and regional subsidiaries

October 2026



01 | WHO WE ARE

A senior commercial partner for industrial growth in Southeast Asia

Based in Singapore. Founder led.

- Mid-market companies and regional subsidiaries
- Industrial products, services and engineered solutions
- Independent advice grounded in senior operating experience
- From focused advice to hands-on implementation

Founded in 2024 by Giuseppe Di Lieto

Ex-GE, former GM Asia with over 20 years in multinational industrial businesses





02 | WHAT PROBLEM WE SOLVE

Mid-market companies and regional subsidiaries run lean. Who moves growth priorities forward?

New initiatives need time, expertise and follow-through.

- **Limited capacity**

Lean teams have little capacity beyond daily operations.

- **Commercial expertise gaps**

Growth decisions call for advanced commercial expertise.

- **Limits of self-assessment**

Internal views can obscure causes and leave assumptions unchallenged.

- **Finding suitable support**

Large firms can be costly. Narrow specialists may fragment the work.

Exponasia Growth Partners was founded to bridge these gaps.

Three ways to advance your priorities

Focused support for growth and commercial performance

01 Commercial Workshops

Align your team around a plan

Expert facilitation and an independent perspective help your team develop a plan it agrees on and can execute.

TYPICAL ENGAGEMENTS

- Go-to-Market and Channel Effectiveness
- Sales Planning and Acceleration
- Sales Effectiveness
- Sales Budgeting
- Pricing and Margin

YOU RECEIVE

A plan your team owns and can execute

02 Independent Assessments

Get an independent opinion

We investigate a defined question, examine the evidence and report our conclusions and recommendations.

TYPICAL ENGAGEMENTS

- Market Opportunity and Entry Options
- Go-to-Market and Sales Effectiveness
- Subsidiary Underperformance
- Customer Retention
- Commercial Due Diligence

YOU RECEIVE

A reasoned opinion to inform your decision

03 Project Delivery

Get priority work done

We lead defined projects or step into interim roles to help carry out agreed priorities.

TYPICAL ENGAGEMENTS

- Market Entry and Go-to-Market Execution
- Channel-Partner Search
- Customer and Segment Development
- Subsidiary Launch
- Commercial Performance Improvement
- Post-Merger Integration
- Interim Crisis Management

YOU RECEIVE

Agreed project deliverables or interim leadership support

Each engagement stands on its own and is scoped to your specific need.

04 | FOUNDER PROFILE

Experience earned in the businesses we serve

Giuseppe Di Lieto | Founder & Managing Director

- **More than 20 years in industrial businesses**

GE (14 years), 10 more years in other MNCs and international companies.

- **Regional GM, Sales & Service**

Led up to USD 50 million in revenue and over 100 people across APAC subsidiaries.

- **Commercial and operating depth**

Market expansion, sales performance, commercial transformation and integration

- **Asia-wide industrial track record**

Worked across Southeast Asia, China and wider APAC.



“We focus on
what we excel at,
leaving the rest
to those
who excel at it”



A clear brief. Senior-led work. A result you can use.

Every engagement has a defined scope and a practical endpoint.

01

02

03

04

Start with a priority

A decision to inform, a growth or improvement plan to build or a project to move forward.

Define the assignment

Agree the scope, timing, responsibilities and output.

Plug in senior capacity

We work directly with the head of your organization as a peer advisor and lead implementation when the assignment calls for it.

Deliver the result

A commercial plan, an independent commercial assessment or agreed project deliverables.

Ways to engage



Fixed-fee engagement



Advisory retainer



Fractional or interim management

Sharing experience beyond client work

Growth, execution and flexible leadership across Southeast Asia

FEATURED IN



MEMBER OF



WHY US?

A clear focus.

A practical approach.

07 | WHY US



What you can expect from us

01 A useful result

Work directed toward a decision, a team-owned plan or defined delivery.

02 Strengths in focus

Growth and commercial performance, with trusted partners for adjacent needs.

03 Independent judgement

Candid advice grounded in evidence and senior operating experience.

04 Flexible by design

Scope and level of involvement matched to the priority and the team.

05 Easy to work with

Direct senior involvement and respectful collaboration with your people.

What would you like to move forward?

Discuss the decision, plan or initiative on your agenda.

START WITH A CONVERSATION

Tell us what needs attention.

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LINKEDIN

Exponasia Growth Partners



