



## 2023 Year-End Review

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### **A Message from Our President, Jim Shaw:**

"In 2023, we witnessed the power of unity, the strength of our vision, and the unwavering commitment of our Zion family. Each achievement, whether it was welcoming new customers, celebrating our team's personal milestones, or making significant financial strides, was a shared success. As we step into 2024, we do so with hearts full of gratitude and eyes set on even greater heights," stated Jim Shaw, President of Zion Solutions Group.

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**Atlanta, GA** - As we reflect on the remarkable journey we have embarked upon in 2023, we are filled with a profound sense of gratitude and pride. This year wasn't just about achieving milestones; it was a testament to our shared vision, relentless dedication, and the collective spirit of our Zion family – our team, customers, and partners. Each step we took this year has contributed to a journey marked by significant growth, deep connections, and shared successes.

### **Expanding Our Reach and Impact:**

- **New Customers and Partnerships:** Our family grew with 15 new logos, offering us the privilege to serve more customers. Additionally, we welcomed 9 new business partners, elevating our total to over 45.
- **Growth and Celebrations:** We were thrilled to welcome 17 new team members in 2023. We also focused on the professional development of our team, participating in educational forums to enhance our skills, onsite training with our partners and we shared our knowledge with the wider industry community.
- **Acknowledging Dedication:** In appreciation of our team's unwavering commitment, we were delighted to award a full team member bonus, a gesture of our gratitude for their hard work and dedication over the last year.

## **Innovative Initiatives and Financial Milestones:**

- **Launching New Ventures:** 2023 saw the launch of The Zion Experience (TZE) Podcast, an exciting platform for us to connect and engage. We also formalized Zion's Operating System, Pinnacle with the help of the InVantage team.
- **Acts of Kindness Foundation:** We proudly established our Acts of Kindness charitable giving Donor Advised Fund, embodying our commitment to giving back.
- **Financial Success:** We celebrated a year of extraordinary financial growth – we exceeded our sales bookings goals by 500%, and achieved a 200% top-line growth while heading into 2024 with a very healthy backlog.

## **Expanding Horizons:**

- **New Office Locations:** Our physical expansion is underway with new offices in Georgia, Central Kentucky, and Northern Kentucky, symbolizing our growing presence in the industry.
- **LinkedIn Milestone:** Our LinkedIn community has grown to over 3,000 followers, reflecting our expanding influence and engagement in the digital space.
- **Major Project Achievement:** We secured a landmark multi-million dollar (\$30M+) project, a milestone that underscores not only our capability but also our position as a leader in the industry.
- **Engagement in Trade Shows:** Our active participation in numerous trade shows, such as Promat, MHEDA Events, Elevate (Korber), and helping to sponsor the NextGen Conference, has been instrumental in strengthening our industry presence and sharing our vision.

## **Looking Ahead to 2024:**

As we gaze into 2024, we are filled with excitement and anticipation for the opportunities ahead. Our focus will be on continuing to innovate, expand our market presence, and deepen our connections with our Zion family. We are poised to build on the solid foundation we have laid this year, driven by our passion for excellence and our commitment to making a positive impact.

## **About Zion Solutions Group:**

As we continue to carve our unique path in the industry, our focus remains steadfast on delivering memorable experiences and guiding intelligent change. At Zion Solutions Group, we distinguish ourselves not just through our innovative solutions, but through our unwavering commitment to customer experience and the cultivation of genuine relationships. Our approach goes beyond mere transactions; we are dedicated to understanding and solving specific pain points, ensuring that every interaction with Zion is not just a service, but a valuable and lasting experience.

Stay connected with our journey. [Follow us on LinkedIn](#) and subscribe to The Zion Experience (TZE) Podcast on [YouTube](#) or [Spotify](#) for insights and stories from our team.

Interested in how we can help enhance your operational efficiency? [Contact us](#) to start a conversation. Let's create impactful change together.