

Force Management Announces Key Leadership Changes

Grant Wilson moves to Executive Chairman; Patrick Manzo hired as new CEO

Charlotte, NC, October 3, 2024 – [Force Management](#), a leading provider of sales effectiveness solutions and growth services, announced key leadership changes today as the company continues to expand its marketplace presence.

Co-Founder Grant Wilson is moving to an advisory role as Executive Chairman of the Board. Wilson’s new role will focus on strategic advisory support and executive sponsorship of key sales campaigns and demand generation efforts.

Patrick Manzo, a veteran executive with more than 20 years of international leadership experience, will join the company as Force Management’s Chief Executive Officer. Manzo most recently was the CEO of WorkTango, an Employee Experience Platform, where he led its transformation and successful merger with Kazoo in 2022. He also served as the Chief Revenue Officer at Skillsoft and Executive Vice President at Monster Worldwide. He began his career as a Surface Warfare Officer in the United States Navy.

“Force Management experienced tremendous growth and provided exceptional service to customers over the last two decades. As we look toward the future, there are necessary transitions that will allow us to build long-term sustainability and customer value. To that end, we wanted a leader poised to tackle the challenges of our next growth stage,” said Wilson. “I’m excited for Pat’s leadership and the breadth of knowledge he brings to the company. I’m proud of the immense success we’ve had and I’m looking forward to helping the company in a new capacity, while supporting Pat in his new role.”

Manzo earned his bachelor’s degree from Georgetown University and a Juris Doctor from Boston College. “It is rare to find an opportunity like the one ahead at Force Management,” said Manzo. “Force Management’s exceptional capacity to enhance revenue generation for its customers is impressive. I’m excited to leverage my experience to guide the company into its next phase of profitable growth. Leading a team with such an unwavering commitment to its customers and employees is a privilege, and I look forward to what we will achieve together.”

TZP Group, a multi-strategy private equity firm, partnered with the founders and management team to acquire Force Management in 2021. TZP Partner Dan Gaspar said, “I am incredibly grateful for my partnership and friendship with Grant Wilson and look forward to continuing to work with Grant in this new role.” Gaspar added, “We are very excited for Pat to join Force as its new CEO. Pat brings a unique and relevant set of skills and experiences that will help lead Force Management to continued growth”

John Kaplan, who co-founded Force with Wilson in 2003, will maintain his role as Managing Partner. Both Wilson and Kaplan will continue to remain actively engaged with Force’s strategic growth plan. “I couldn’t be happier for my longtime friend and business partner Grant Wilson as he shifts into his new role,” said Kaplan. “I look forward to working with him in our co-founder roles, continuing to help customers and advise the company on its strategic roadmap.”

Apart from these changes, the executive leadership team at Force Management remains committed and unchanged.

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About Force Management

Force Management develops elite sales teams and tomorrow's sales leaders. For 20 years, our team of veteran sales leaders has delivered cross-functional alignment and customized programs that enable companies to increase deal sizes, drive market recapitalizations, cut time-to-productivity in half, navigate challenging markets, and achieve higher valuations. Our proven methodologies are backed by our sales acceleration platform, Ascender, that enables sales performance for organizational revenue teams, as well as small teams and individuals. We stake our strong reputation on measurable results and return on investment and are poised for growth alongside our customers across B2B markets like Cybersecurity, FinTech, Business Intelligence and Analytics, and DevOps. Learn more at www.forcemanagement.com.

About TZP Group

TZP Group, a multi-strategy private equity firm managing approximately ~\$2 billion across its family of funds, is focused on control, growth equity, debt and structured capital investments in technology, business services, and consumer companies. Founded in 2007, TZP targets companies with solid historical performance and sustainable value propositions and aims to be a "Partner of Choice" for business owners and management teams. TZP seeks to invest primarily in closely held, private companies in which the owners desire to retain a significant stake and partner with an investor with complementary operating and financial skills to accelerate company growth, increase profitability, and maximize the value of their retained stake. TZP leverages its investment professionals' operating and investment experience to provide strategic and operational guidance and is dedicated to long-term value creation. For more information, please visit www.tzpgroup.com.

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