



A PETRA CASE STUDY

NEWBURY

350% Growth with Clarity, Culture, and a Scalable System

INDUSTRY

**Technology
Consulting**

EMPLOYEES

70+

HEADQUARTERS

Remote Based

THE CHALLENGE

In 2021, Chris Scowden acquired Newbury Partners—a founder-led company serving the staffing industry with deep expertise in software implementation, data engineering, and analytics. With no formal operating system in place, Chris set out to scale the business, unify a new leadership team, and build a culture rooted in accountability and empowerment.

Petra's Impact

Structure. Scale. Culture. Delivered.

- **Strategy:** Built a structured planning cadence with Petra.
- **Culture:** 30+ core value shoutouts weekly via Slack.
- **Leadership:** Clear roles, daily huddles, and scorecards.
- **Growth:** Channel reliance dropped from 95% to 50%.

RESULTS THAT MATTER

350%

Company growth in 3.5 years

\$15M

In Revenue – up from \$4M with Petra was introduced

\$1M+

In Employee bonuses paid in 2024

“We were trying to scale without the structure. I didn’t want to be the bottleneck anymore.”

- Chris Scowden, CEO, Newbury Partners

Petra helped Newbury transform from a founder-led, channel-dependent business into a scalable, values-driven consulting firm. With deep leadership buy-in, a maturing operating system, and a thriving culture, Newbury is built for sustainable, people-first growth.

Establishing Strategic Foundations

Petra introduced Scaling Up methodology, a planning cadence, and an independent coaching voice to guide implementation. Chris opted to fully engage Petra from day one, participating as a leader—not as the facilitator.

Culture, Clarity, and Core Values

From defining core values around real team members to launching a peer-led recognition program, Petra helped turn culture into an operational strength. Today, Newbury’s Slack sees over 30 core value shoutouts per week.

Leadership Depth & Accountability

Petra helped Newbury define clear roles, scorecards, and reporting lines—reducing owner dependency and driving ownership throughout the org. Daily huddles and quarterly planning sessions are now company-wide norms.

Go-to-Market Expansion

With Petra’s help, Newbury diversified away from channel reliance by launching new services, including Managed Services, proprietary SaaS products, and a Business Intelligence practice. Revenue sources shifted from 95% channel to 50% direct.

“Every quarter, our sales evolution was a priority. Petra helped us see the risks—and then build what came next.”

- Chris Scowden, CEO, Newbury Partners

Petra has helped hundreds of companies and thousands of individuals create scalable organizations, better teams, and happier, more fulfilling lives for themselves.

Contact us today to see how we can help you grow your business!



petracoach.com