CAPABILITY STATEMENT · 2026

Beyond Beauty Business Consulting

A boutique transformation consulting firm

Legal name	Beyond Beauty Business Co. LLC
Established	2020 · Georgia
Ownership	Woman- and veteran-owned*
NAICS	541611 · 541612 · 541618 · 541690
PSC	R408 · R499
SAM.gov / UEI	Registration in progress

COMPANY OVERVIEW

Beyond Beauty brings **Fortune 500 transformation methods** to organizations that serve people: beauty schools and brands, wellness companies, dance and arts organizations, associations and growth-stage founders. The firm builds the strategy and systems, then manages the work through to results.

CORE COMPETENCIES

- **Business transformation** and operating model design
- **Program and project management** and delivery governance
- **Growth, funding and grant readiness** planning
- **Process design and systems**, including AI-enabled workflows
- **Fractional Chief of Staff** and executive advisory

THE METHOD

PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4
Research	Diagnose	Design	Implement	Scale

DIFFERENTIATORS

- **Enterprise rigor, boutique scale:** a founder with nearly six years in Accenture transformation delivery, without big-firm overhead.
- **Industry insider:** eleven years running a natural hair and wellness business, so plans fit how service businesses earn.
- **Implementation, not just advice:** one accountable lead plus a vetted specialist network, through every phase.

FOUNDER'S PAST PERFORMANCE

Delivered by Treshina Smith as an Accenture consultant.

Platform operating model transformation

CenterPoint Energy · May 2024 – Mar 2025 · $9.5M program, plus $2M in extensions

Program Office Lead. Led quarterly planning for 45 stakeholders, including the Chief Information Officer. **100%** of contracted deliverables completed; **96.5%** approval rate at roll-off.

Bank merger integration

Truist (BB&T and SunTrust) · Mar 2021 – Mar 2022 · $66B merger

Redesigned onboarding with checklists, templates and procedures; built a resource tracker with finance that reached **99%** forecast accuracy across 150+ resources.

Private equity merger integration

2025 · Integration program office

Facilitated discovery sessions with client IT and business leaders; the engagement lead estimated her changes improved team efficiency by **25–35%**.

ZD Hair Spa: founder-led wellness business

Houston, Texas and Sicily, Italy · 2009 – 2020

Built and ran a natural hair and wellness business with **85%** client retention; Houston 40 Under 40 honoree (2016).

FOUNDER CREDENTIALS

M.S. Global Project Management · Certified Scrum Master (CSM) · SAFe Release Train Engineer (RTE) · SAFe Agilist (SA) · U.S. Army veteran · Eligible for Secret clearance reinstatement

**Woman-owned and veteran-owned; Women-Owned Small Business (WOSB) and Veteran-Owned Small Business (VOSB) certifications in progress.*

Treshina Smith, Founder & Chief Executive Officer
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Marietta, GA (metro Atlanta) · Serving clients globally

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