



FRACTIONAL COMMERCIALIZATION LEADERSHIP

FOR MEDICAL-PRODUCT COMPANIES

Experienced commercial leadership and hands-on execution without prematurely carrying the cost of a full-time Chief Commercial Officer.



THE CENTAURI PRODUCT COMMERCIALIZATION SYSTEM



THE COMMERCIALIZATION

LEADERSHIP GAP

A credible product can outgrow the way the company leads commercialization.

- The founder carries critical commercial decisions alongside other responsibilities.
- Marketing, sales, clinical, and operations pursue different priorities.
- Customer evaluations generate praise without a defined purchase decision.
- Claims reach the market before the evidence can defend them.
- Representatives are added before the sales process has been proven.

These conditions create activity without one accountable owner for the complete commercial path.



THE CENTAURI PRODUCT COMMERCIALIZATION SYSTEM

CPCS evaluates eight commercial decisions in sequence before resources move downstream.

01

SCORE

Should this opportunity receive commercialization resources?

05

CUSTOMER EVALUATION

What remaining uncertainty must the buyer resolve?

02

MARKET

Where can the company earn a repeatable buying decision first?

06

ACCESS

Which relationships, channels, and pathways can move the product?

03

VALUE

Do buyer economics and company economics support adoption?

07

COMMERCIAL MODEL

Will pricing, contracting, and revenue structure hold?

04

PROOF

Which commercial claims can current evidence defend?

08

EXECUTION

What repeatable sales process fits the company's current stage?

Each downstream action must be supported by the evidence earned upstream.



WHAT CENTAURI LEADS

Senior commercial judgment remains connected to implementation and revenue execution.

01

COMMERCIAL DIRECTION

Diagnostic priorities, first-market selection, segmentation, positioning, and buyer economics.

02

PROOF AND ADOPTION

Claims governance, evidence priorities, customer evaluation design, and implementation planning.

03

MARKET ACCESS AND MODEL

Strategic accounts, channel partners, pricing, contracting, and revenue structure.

04

SALES EXECUTION

Business development, pipeline discipline, sales leadership, and a repeatable sales process.

Centauri works beside the existing leadership team rather than advising from the sidelines.





WHAT CLIENTS RECEIVE

The diagnostic produces decision-ready outputs, then Centauri helps the team execute them.

01 Commercial Readiness Score

02 Constraint Map

03 Executive Findings Brief

04 First-Market Readiness Analysis

05 Claims & Evidence Gate

06 Customer Evaluation Plan

07 90-Day Evidence Plan and Priorities

08 Leadership and Execution Cadence

Centauri stays involved after diagnosis.

We help the team implement priorities, build the missing commercial infrastructure, and maintain accountability for the next decision.



WHEN CENTAURI FITS

Fractional commercialization leadership is designed for companies where:

- The product has credible potential, but revenue is not becoming predictable.
- Commercial work sits across several people, with no single owner for the complete path.
- Leadership needs senior commercial judgment before a full-time executive hire makes financial sense.
- The company is prepared to test assumptions, strengthen evidence, and follow clear priorities.

YOUR PRODUCT MAY BE READY.

IS THE COMMERCIAL SYSTEM READY?

Centauri International helps owners identify what the company must prove, build, and execute next.

centauriinternational.com

contact@centauriinternational.com