



**For Immediate Release  
1/5/2021**

## **The Foresight Companies Announces Chris Cruger as Chief Executive Officer**

Long time industry expert to assume responsibility over the day-to-day operations of expanding company

Phoenix, AZ— January 5, 2021 — It has been announced today that The Foresight Companies has appointed Chris Cruger as their new Chief Executive Officer which he will hold alongside the role of Managing Partner. His colleague and close friend, Dan Isard, former Managing Partner will continue as the Founder of the company.

“We are very honored to announce that we continue to fulfill our long term plan to be able to provide the highest level of service to our clients and for the next generation by having Chris transition to Managing Partner effective January 1, 2021”, Dan Isard recently announced. “There is no one in this profession with the experience, drive and ethics that Chris has. Chris continues to successfully improve our operational and transactional services. Since joining Foresight, he has demonstrated his passion and ability to help our clients and implemented some key initiatives to further expand the company,” Isard added.

“I am humbled to have the opportunity to lead the way for The Foresight Companies along with Dan and Doug”, said Cruger. “Foresight’s continued growth speaks volumes about the constant needs of our industry. The resources that we bring to each client is second to none in the industry. I look forward to continuing to provide the highest level of service to our clients and the industry in general. 2020 has been one of the most challenging times of a generation and I could not be prouder of every member of the Foresight team. The strength and resilience they have shown in supporting our clients and the profession has been second to none.” added Chris.

With Chris assuming the role of providing guidance and support to the Foresight team to allow for best-in-class business solutions to our clients, it will allow for Dan to be able to focus his efforts on both existing and future client relationships. “Just as our clients have had to change the way they operate due to the pandemic and other changes in the profession, we as a firm need to as well. This succession plan allows me to focus more on the expansion of our client base for the future”, Isard said.

Doug Gober stated, “As we further expand the reach of The Foresight Companies’ offer, we have a person with the perfect set of skills to accomplish our growth objectives. Chris has adopted a structured body of knowledge and linked it with experience to help us be successful.”

The growth of the Foresight offerings has been significant. Said Cruger, “Our expanded offerings in accounting and organic expansion support have been well accepted by the market. With our addition of several new team members, we have been able to engage with our clients and the profession with a new standard of service that is unmatched today.” Chris added, “We have a team of twenty incredibly talented people helping our clients with their business operations, accounting, and transactions. With Dan and Doug focusing on our client acquisition we will be growing our staff even more.”

Chris Cruger has spent more than 25 years working in and around the funeral industry. Prior to his joining Foresight, Chris provided independent consulting to companies in the funeral and cemetery professions worldwide. Chris started in this business at SCI where he eventually became Vice President of Business Development, overseeing Corporate Development, Real Estate, Construction, and areas of Operations. Chris can be reached at 602-274-6464 or [chriscruger@theforesightcompanies.com](mailto:chriscruger@theforesightcompanies.com).

The Foresight Companies, one of the largest financial and management consulting firms serving the funeral and cemetery business, is dedicated to leveraging its expertise in operations, accounting, financing, mergers and acquisitions and other key areas necessary to drive success in the space. For more information visit: [www.theforesightcompanies.com](http://www.theforesightcompanies.com).

###

For interview requests, please contact Nicole Vullo at 602-274-6464 or [Nicole@theforesightcompanies.com](mailto:Nicole@theforesightcompanies.com).