

Cheetah Transformation grows revenue consistently and builds lasting customer impact with Smartsheet support

By delivering training, certifications, marketing funds, and customer introductions—Smartsheet has helped Cheetah achieve consistent year-on-year revenue growth for five consecutive years, expand internationally, and build a reputation for long-term client success.

“With Smartsheet’s support, we have maintained consistent year-on-year growth for the past five years. While we are primarily UK-based, a big chunk of our revenue now comes from international work.”



Rob Eberstein,
Managing Director at
Cheetah Transformation



Partner Profile:

Cheetah Transformation

Headquarters:

London, United Kingdom

Website:

cheetahtransformation.com

Smartsheet Aligned

Partner Tier & Type:

Platinum Partner

Certified employees:

11

Total certifications earned:

49

Smartsheet Aligned

When organisations invest in Smartsheet, they often need more than just a powerful platform—they need expert guidance to unlock its full potential. That's where Cheetah Transformation comes in. A trusted Smartsheet partner since 2018, Cheetah helps businesses build tailored, scalable solutions and see long-term success, from initial design through to implementation and ongoing support.

The Cheetah team combines strong technical skills with real-world experience across different industries. They're known for being hands-on and building lasting relationships—often becoming so embedded in their clients' work that they're seen as part of the team. "We don't just drop in, deliver a build, and walk away," says Rob Eberstein, Managing Director at Cheetah Transformation. "We support our customers every step of the way, moving at their pace to make sure the solution fits, scales, and sticks."

Support that drives growth

Smartsheet has been a key player in Cheetah's growth story—connecting the team with potential customers in sectors where they already have deep experience. Many of these introductions have led to long-term client relationships, with customers who not only stay but also become strong advocates.

As a certified partner, Cheetah benefits from ongoing training, regular partner updates, and technical certifications that help their team stay sharp and deliver work to the highest standards. "The certifications not only elevate our delivery, they also help us speak the same language as our customers," says Rob Eberstein, Managing Director at Cheetah Transformation.

Smartsheet has also invested in Cheetah's success through Marketing Development Funds, which have helped the team attract new business, fine-tune their messaging, and deepen their presence in industries where they're already making an impact. And through a clear incentive programme, Smartsheet recognises and rewards partners for bringing in new opportunities. "Smartsheet has created a space where partners can truly grow," says Eberstein. "It's a growing market, and Smartsheet leads it—not just as a product, but as a partner."

Sustained momentum

All of this backing has helped Cheetah Transformation grow steadily and build real capability. "With Smartsheet's support, we have maintained consistent year-on-year growth for the past five years. While we are primarily UK-based, a big chunk of our revenue now comes from international work," shares Eberstein. Cheetah, today a top-tier, Platinum partner, has 11 certified team members with a combined 49 certifications, and their work is consistently well-reviewed—rated "Excellent" on Trustpilot based on more than 50 customer reviews.

As they've grown, Cheetah has also found ways to give back. One example is its New Product Development Delivery toolkit—a ready-made solution built for Smartsheet that allows organisations to manage product launches more efficiently. It lets teams stay on track



Services offered

- Custom Integrations
- Implementation Services
- Resource Management
- Solution Building
- Technical Support
- Training Programs

Smartsheet Aligned

with clear plans and decision points—so weaker ideas can be dropped early, and stronger ones moved forward with confidence. There is also a live dashboard that pulls together key updates from across projects, making it easy to track progress, spot issues, and keep everyone aligned.

Customer success: saving time

The real story of Cheetah's success lies in the companies they've helped—from rail operators to creative studios—each transforming how they work with Smartsheet. Leeds Bradford Airport, for instance, was managing around 50 projects with no easy way to prioritise or track them. With Smartsheet and Cheetah's support, they gained full visibility across their portfolio. "I can track risks, spending, and productivity at a glance. It's a level of visibility we've never had," shares Cathy Evans, Head of Project Management Office at Leeds Bradford Airport. A custom-built Closure Report now saves the team the equivalent of a full-time role each year.

In another example, Renewable Connections turned to Cheetah for help managing the complex delivery of solar farms across the UK. Cheetah designed a solution that brought every phase—from planning to grid connection—into one Smartsheet system. With clearer task tracking and real-time updates, the team spends less time chasing information and more time driving projects forward.

Customer success: structure and visibility

Ultimate Group—known for large-scale construction and fit-out projects—needed to bring structure to its growing operations. Cheetah helped align workflows across sales, delivery, and operations with a single Smartsheet platform. By standardising handovers and automating reporting, the team has cut down on duplication. "This tailor-made solution now connects our team, our partners, and our clients, via one seamless management system and it is a game-changer," shares Paul Alexander, Director of Sales and Brand and Furniture Lead at Ultimate.

And in the media world, Bridge Studio at News UK wanted to improve how creative teams coordinated with campaign delivery. Cheetah worked with them to connect briefs, timelines, and tasks in one shared Smartsheet workspace. Managers now have real-time visibility into workloads and deadlines, helping them allocate resources more effectively and keep projects on track.

For Eberstein, seeing the impact on the ground is what makes the work meaningful. "Helping teams work with more clarity and less friction—it's simple, but it changes everything," he shares. "We're proud to play a part in that."



"Helping teams work with more clarity and less friction—it's simple, but it changes everything. We're proud to play a part in that."

Rob Eberstein,
Managing Director
at Cheetah Transformation