

4 Months Later 20+ Countries

One Mission: Making Executive Assistant Impact Measurable

Executive Assistant ROI Calculator

The first SaaS platform to measure the business impact of Executive Support Professionals' work

Launched: March 2026



Updated: July 2026

www.assistologist.com/roi-calculator

The Problem

**For decades
Executive Assistants
have long been evaluated
based on perception rather than
measurable evidence.**

**"She's amazing"
"She's indispensable"**

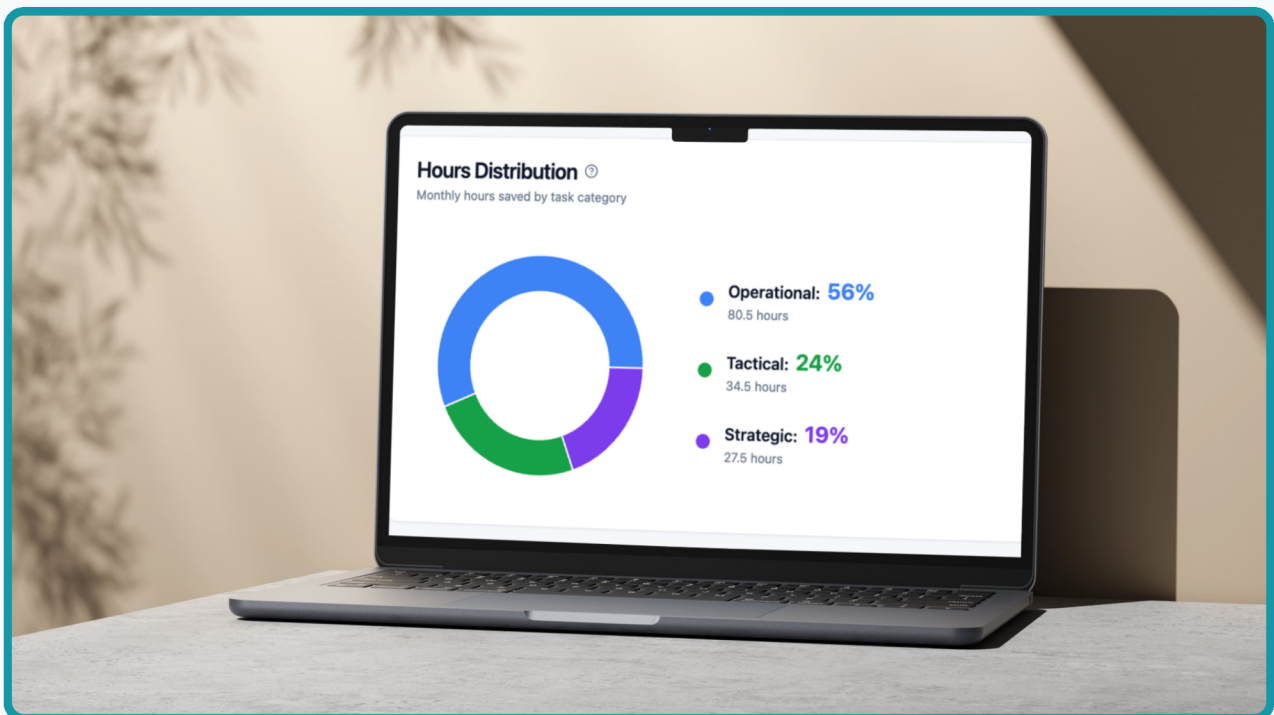
**But...
Where is the data?**

**The lack of tools for measuring value means the
Executive Assistant role is often undervalued,
poorly described, and difficult to develop.**

The Solution

A platform that helps Executive Assistants measure their business impact, understand where their time goes, and demonstrate their value with data.

Created by an Executive Assistant to solve a problem the profession has faced for decades.



How It Works

Track your work. Analyze your impact. Generate evidence that supports career growth and better business decisions.

01 Recording

Recording and categorizing completed tasks

02 Analysis

Work time analysis broken down by operational, tactical, and strategic levels

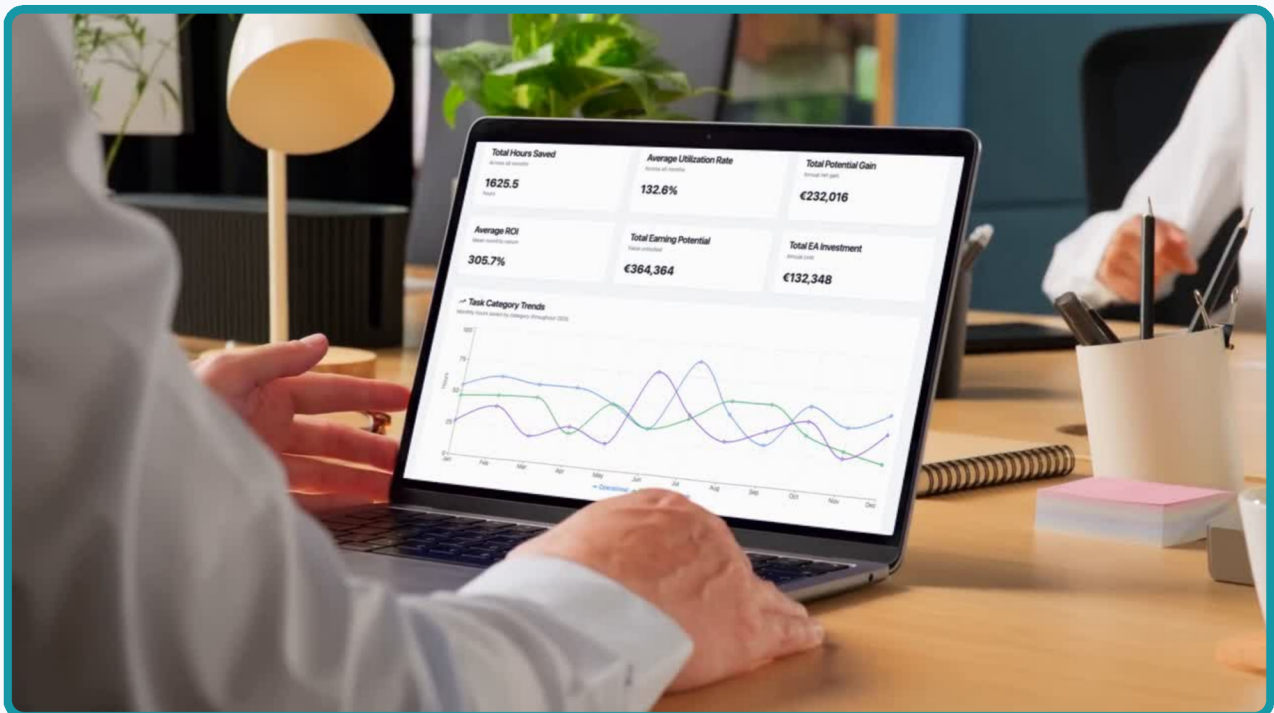
03 Reports

Generating reports and visualizations demonstrating the business value of work

Result: organizations better understand the value generated by Executive Support roles.

What You Get

- Dashboard
- ROI Calculation
- Task Matrix Report
- Monthly/Yearly Insights
- Career Evidence
- Executive Reports



Business Listens

A company approached Assistologist for help with an Executive Assistant recruitment.

After reviewing the job description, we noticed something important: the **expectations** matched a **Senior Executive Assistant** but the **salary** matched a **junior role**.

Using the ROI Calculator framework, we demonstrated how investing in the right Executive Assistant would generate a positive return on investment.

The result?

- The company **increased the salary by 50%**.
- The revised role **attracted the right level of Executive Assistant**.

Sometimes the problem isn't the talent, but understanding the business value behind the role.

Powerful Insight

One of the most surprising insights from early users of the Task Matrix Report, which categorizes how Executive Assistants spend their time.

"I thought ROI was the biggest value... until I saw where my energy actually goes."



Early Traction

Four months after launch:

- Professionals across 20+ countries
- Growing community
- Featured in publications
- User success stories
- Educational webinars
- Case studies



Canada



United States



Brazil



Argentina



Spain



United Kingdom



Sweden



Denmark



Germany



Switzerland



Italy



Poland



Romania



Israel



Ghana



Kenya



South Africa



United Arab Emirates



Pakistan



Australia



New Zealand

Bigger Vision

We're transforming one of the most undervalued roles in business into a measurable pillar of the organization.

What this really changes:

- Organizations are beginning to measure the real impact of Executive Assistants on business results.
- Hiring and development decisions are based on data, not perception.
- The Executive Assistant profession has a clear, measurable development path.

This is the first step towards measuring the impact of the entire executive support function.

It's time to make Executive Support measurable.

Contact

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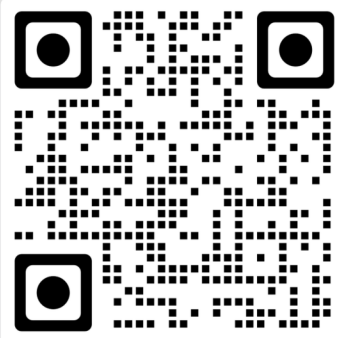
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