

Advisory and Consulting Services

Specialist B2B2C:

Developed a five-year strategic plan. Designed teams to conduct analysis of all the firm's key product-markets, project alternatives futures around the industry, craft and evaluate alternative strategies, choose a preferred strategy, and lay out an action play to turn the strategy into reality.

Financial Services Firm:

Conducted marketplace analysis to identify significant emerging market opportunities and recommended how the current strategy could be adapted to avail of specific opportunities over a three-year period.

Industrial Technology Firm:

Served as external advisor to a market intelligence group that aimed to transform its deliverables and value for a wide range of both internal and external corporate stakeholders. Identified new customized outputs that became standard inputs in a variety of decision-making forums.

Consumer Goods Corporation:

Provided a framework to guide development of a competitive game over five years involving four competitors; reviewed structures and content of each competitor background "briefing book"; designed follow-up debrief engagement with each competitor team; identified implications of the game outputs for specific current and emerging strategic decisions.