

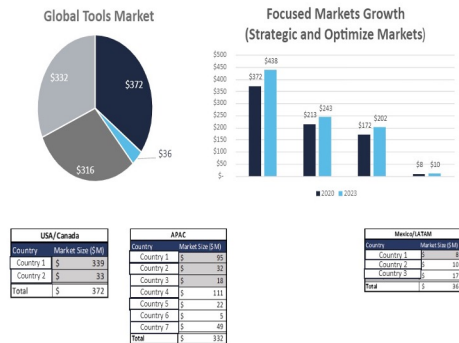
Developed international growth strategy leading to 2x expansion and addition of 20 people in 2+ years

INDUSTRIAL

Situation

- Strong U.S brand seeking to expand international presence
- Product sold in 40+ countries but without a clear strategy in place
- Market entry faltered in Brazil resulting in the firm exiting after losing money
- Emphasis on building a strong team behind the right leader to ensure success

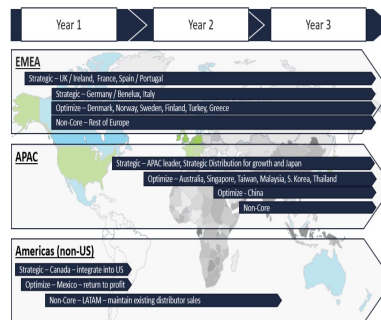
Company participates in a global ~\$ Billion market. The International strategy focuses on growth in the most attractive markets



Actions

- Developed actionable, financially viable plan to build 20+ person international team in Europe followed by growth in APAC
- Aided in finding the 'right' leader to build core business and attract top international talent
- Sized the market using over 25 metrics across 200 countries
- Identified key risks to international strategy and provided comprehensive risk mitigation solutions
- Prioritized top 5 countries to pursue and generated a tailored strategy to meet unique market needs
- Synthesized data from dozens of sources to present focused recommendations

Company's International strategic investment will be focused, sequenced and prioritized



Results

- Doubled international business in 1st year
- Created a competitive Europe first go to market strategy
- Enhanced company's organizational structure
- Elevated team talent from executive on down while also meeting increased hiring needs
- Contextualized global strategy into firm's already robust US offerings

We have developed a focused international growth strategy

