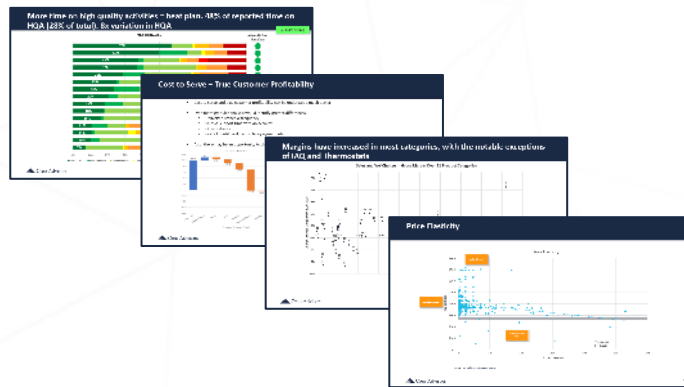


Developed growth and pricing transformation plan; 200 bp margin improvement

Distribution Growth

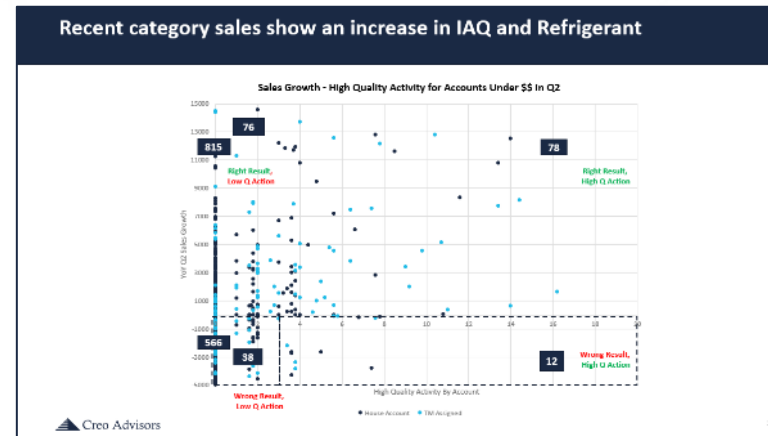
Situation

- Worked with a regional industrial distributor
- Experiencing flat growth and losing market share
- Company lacked a transformation plan and had different views on root cause issues at the highest level
- Operated on intuition rather than data resulting in many ideas but limited execution



Actions

- Created robust analytics throughout sales, supply chain, and customer service
- Used comprehensive customer surveys to identify opportunities and root cause challenges
- Developed a seven-point action plan
- Created sustainable digital marketing capability with above industry metrics



Results

- Company nearly doubled revenue in 3 years resulting in 21% CAGR
- Outgrew industry CAGR and took market share
- Elevated talent and processes through hiring, sales dashboards, and weekly KPI meetings
- Pricing increased gross margin by 200 bp. Sold more while raising price
- Client still outperformed competitors

