

CONSUMER PRODUCTS & RETAIL

Case Study



HighPoint
Associates

CLIENT NEED

Industry-leading, F500 retailer needed a team to **build and pressure test a brand transformation strategy focused on customer segmentation, price positioning, real estate, and eCommerce**

PROJECT OVERVIEW

Conducted a current state assessment of the brand (internal and external challenges); mapped the competitive retail landscape; identified new target customer segments; and recommended changes in brand positioning, price architecture, physical footprint, and digital strategy. Output of the project was pivotal in aligning senior leadership and the Board around the future strategy of the business. One team member was subsequently retained by the client's parent corporation to assist with further strategic planning efforts

HPA TEAM



HPA Senior Project Leader

brought over 20 years of experience creating intentional and innovative market growth strategies for major consumer companies.

HPA Project Leader was a former Associate Partner at McKinsey & Company, where they spent 10 years primarily serving CPG companies. They have served as an advisor and consultant for the past six years, leading efforts across consumer spaces. For instance, with a \$10B+ CPG firm, they developed a premium marketing strategy for a food brand, highlighting growth drivers, assessing company portfolio and re-branding opportunities.



HPA Consultant – Former McKinsey Consultant in strategy planning and operational improvement initiatives who held subsequent Enterprise Growth and Operations Strategy roles at a F500 retailer.



HPA Consultant – Former Bain Consultant who then served in Corporate Business Development and Strategy roles at F500 media, entertainment, and technology companies. As an independent professional, they have continued to support clients across consumer strategy, digital media, entertainment.

WHY HPA

Client had experienced recent turnover within its strategy group and required a **"plug and play" strategy team** that could immediately hit the ground running, partner with the leadership team to create a **clear path forward**, and then align the Board and broader organization behind it

HPA team was comprised of members with deep consulting backgrounds who also had operational experience working with leading retailers. The team understood the internal mechanics and **cross-functional cooperation necessary to drive large-scale programs from conception through execution**, as well as the intricacies of retail **customer insights, segmentation, architecture, and positioning**

Building on the success of the initial engagement, client requested that HPA provide project teams and experienced subject matter experts **to lead specialized transformation acceleration work** across the parent organization in areas including, **digital transformation, growth strategies, process mapping, supply chain, and more**



Richard Berger – Partner – rberger@highpoint-associates.com – (973) 896-1101