



Solution Case Studies / Measurable Impacts

The greatest challenge for any business is to pivot and adapt to changing market realities. Corporate Path Leadership focuses on deep engagement in a dynamic business environment. We quickly assess situations, create strategies, and execute on plans that deliver results. We believe that engaging in the business and leading change through implementation is what sets us apart from traditional consulting practices and strategy firms. Here are a few examples:



CHALLENGE:

Product Portfolio Reconciliation

Quark Software



SUCCESS SCHEMA: Acting on behalf of the CEO and Board, we completed a comprehensive strategic assessment of the company's products and technology, and the markets they serve. The goal was to create market-ready packages, competitive pricing, clear product roadmaps, and an enhanced multi-channel approach for distribution. Within three months, we completed the new product strategy, creating five distinct product groupings within the overall portfolio. The next step was to design the formal sales and Go-To-Market strategies and execute them for sales, marketing and product teams.

RESULTS: Significantly increased profit margins from 50% to over 70%. Shifted to a channel and SI delivery model. Increased channel partners from 30% to 70% of sales. Spun-off of a product/business unit for a robust ROI. Collective efforts yielded significantly higher customer and employee satisfaction.

END-TO-END TIMING: Three months for initial strategy and package creation; six months to drive new channel agreements; nine months to deliver complete sales and margin growth.

70%

new profit margins
realized

40%

increase in sales from
channel partners

9

months to deliver complete
sales and margin growth



CHALLENGE:

Strategic Start Up Assessment

WPP

WPP

SUCCESS SCHEMA: Working on behalf of the Corporate Development team at WPP, we engaged in a comprehensive assessment of one of their investments – a social media analytics venture. This analysis included a review of product, technology, market landscape, financials, and staffing of an under-performing asset. We created an entire evaluation process, and built a strategic plan, including multi-year financials, Go-To-Market strategies, and staffing recommendations.

RESULTS: The strategic plan and budget were approved by the board and investors, including hiring and developing a new management team, raising additional capital, and developing an eventual exit strategy. This resulted in gross margin growth of 50%, doubling the client base in one year and being named a leader in five influential industry reports.

END-TO-END TIMING: Initial assessment developed in six weeks. Turn-around and sale of company in two years.



CHALLENGE:

Digital Marketing Business Unit Turn-Around and Growth Plan

Evariant

SUCCESS SCHEMA: Enrolled by co-founders of Healthcare CRM / analytics start up to evaluate their digital marketing business unit. Assessment included market landscape evaluation, sales and client engagement model, data and analytics approach, and product development/integration options. Delivered a complete business plan that changed the distribution model and packaging approach, including integration with CRM platform and an analytics framework.

RESULTS: Strategic plan was accepted and executed immediately. Business grew 50% year-over-year, client base increased 50%, and margins grew from four percent to over 40% within six months.

END-TO-END TIMING: Strategic planning assessment finished in two months; Business results delivered in six months.



50%

client base increase and business growth

6

months to grow margins

10X

margin growth



CHALLENGE:

Expand Distribution to Accelerate Growth

Venture Backed Digital Media Company – Muze

SUCCESS SCHEMA: Assigned by CEO of digital media data venture to find new markets and paths to market. We assessed current markets and offers, new market opportunities, and options for partner and delivery models coincident with development of a new SaaS data platform. Based on the assessment, we identified social media and mobile channels as key areas for growth, and a multi-tiered product pricing model to expand the addressable market. The plan included building budgets on bookings and revenue, marketing plans and measurements, and milestones for success.

RESULTS: Plan was accepted and launched coincident to release of new software platform. Core licensing sales grew 80% year-over-year, with almost all growth coming from new social media and mobile app markets.

END-TO-END TIMING: Strategic planning, Go-To-Market, and pricing packaging efforts reached in four months; Business results delivered within six months of implementation of plan. Company exit completed six months later.



80%

core licensing sales growth

6

months to deliver business results

60%

growth from new social media and mobile app markets

CONTACT US

For more details on how we can help your business quickly adapt and leap forward, email us at info@corporatepathleadership.com