



EXPERT SPOTLIGHT

Leslie R.

EXPERIENCE

16 years of experience in retail and consumer goods



THE BOSTON CONSULTING GROUP

The Boston Consulting Group

3 years

Project Leader



Macy's

5 years

GVP of Strategy and Innovation

EDUCATION



Executive Summary

The Strategy team of a Fortune 100 retailer and consumer health company with 9,800+ locations was preparing for the launch of a new program offering. **A successful launch would be mission-critical to the company's effective navigation of the rapidly changing retail and healthcare landscapes.**

The client, who was looking for a product brand strategy consultant to plan and implement the launch, used Catalant as a platform to help them explore the precise skills required. Early on, Catalant identified and quickly onboarded a seasoned expert with new product launch expertise to lead the charge.

Increasingly, professionals of all ages are moving to urban areas, and those with experience in technology or innovation gravitate toward start-ups, leaving little opportunity for companies to adjust for talent needs.

Business Drivers

Lack of fresh talent. As a top consumer health brand and retailer, the client was managing to catch the eyes of high caliber talent and develop a solid pipeline of experienced employees. Yet, due to its remote location, the company struggled to nimbly attract fresh talent to meet immediate business needs. Increasingly, professionals of all ages are moving to urban areas, and those with experience in technology or innovation gravitate towards start-ups, leaving little opportunity for companies to easily adjust for talent needs.

Scarce expertise needed to compete. The client quickly identified the profile of the candidate they wanted. They needed an experienced professional with deep expertise in retail marketing, brand strategy and product launches, preferably in the healthcare space.

Project overview

DURATION

10 weeks

SCOPE

Lead new product launch brand strategy, including:

- Market opportunity assessment
- Product positioning
- Focus groups
- Quantitative research
- Go-to-market strategy

However, given competitive talent markets in retail and healthcare, the client was unable to organically identify and acquire people with the niche skills needed.

Expense and inefficiency of legacy consulting. As it dawned on the client team that they were losing time searching for a full-time hire, they began to think creatively about accessing the talent they needed. They had previously engaged external consulting firms, but the team understood the high costs associated with a bundled project, as well as risks associated with the quality of work. Choosing to partner with Catalant allowed them to access the talent they needed, without having to make a full-time hire in a highly competitive labor market.

Client Outcomes

Talent access. The client identified the required skillsets and efficiently filled specialized talent gaps in strategic marketing and brand management for on-site project without having to incur the unnecessary cost of recruiting a person for a full-time role.

Agility. Using the Catalant platform, the team was able to flexibly accommodate availability with the seasoned expert's competitive schedule. The entire process, from recruitment to integration, took only 20 days.

Streamlined process and cost savings. Compared to a typical bundled consulting project, the client saved costs associated with the project and related administrative activities by onboarding the expert through Catalant's seamless process.