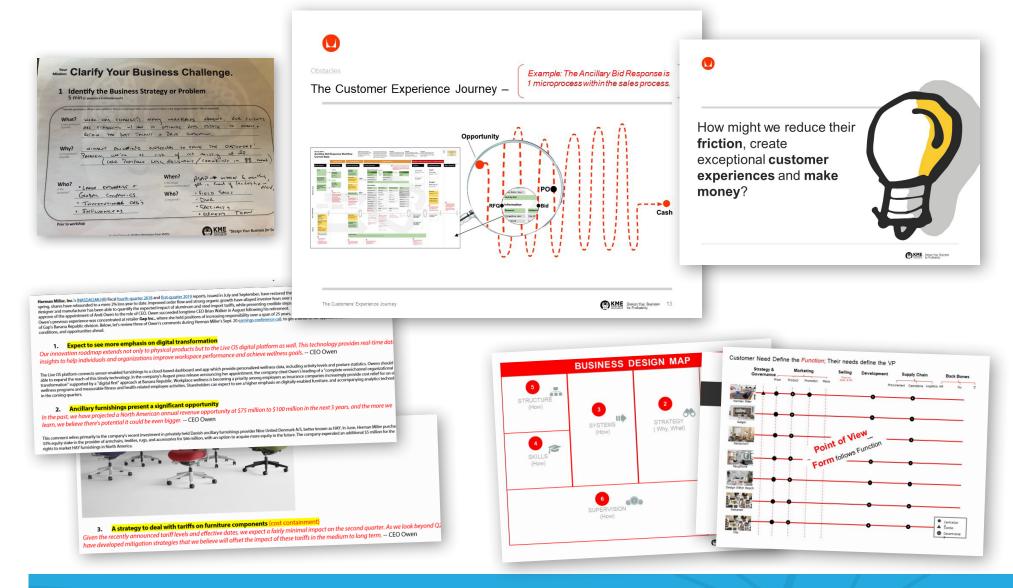


professional work



Brand Business Model Design

Customers don't easily or intuitively understand our offerings, resulting in friction when they do business; leading to lower "wallet share" down from 84% to 54%. Examine the organization, identify the gaps, and establish a clear implementable plan, with actions and measures that drive towards our goal.