



Patricia Vekich Waldron
CEO and Founder

Patricia leads at the forefront of the intersection of consumers, brands, technology and data. Her 20+ year track record is filled with the stories of companies who have, with her help, differentiated themselves through innovative strategies, solutions, and marketing initiatives.

Here are the facts: technology never sleeps, competition is endless, and only those companies that are willing to stay ahead of trends will rise to the top. In industries where competition multiplies daily, Patricia has helped organizations make better decisions and investments through her unique combination of domain expertise, strategic insight, and practical innovation.

Patricia has held executive positions in marketing, offerings, and business development at esteemed, global organizations including IBM Corporation, Cognos, Lawson Software, Fujitsu and The Pillsbury Company. She also has extensive experience developing partner ecosystems, working with emerging solution partners who provide niche capabilities and innovations.

Patricia is well known for forming strong business relationships with clients, partners, press, and analysts around the world, for using her industry, technology and marketing expertise to identify opportunities, create compelling visions and bring them to life. She is a well-informed and thought-provoking speaker and has presented at global industry events, including World Retail Congress, Consumer Goods Forum, Retail Leaders Forum, and the National Retail Federation (NRF).



Helping you stand out in a Crowded Market

Even in the most competitive and disruptive environment there are winners and losers. Winners in consumer-facing industries are harnessing the power of technology to connect with customers, develop strong offerings and operate efficiently. We keep our finger on the pulse of the market, providing services that help companies develop compelling strategies, differentiated solution portfolios and innovative marketing initiatives that drive profitable growth.

Clients

Technology Companies | Consultancies | Research Firms | Trade Organizations | Marketing Agencies | B2B B2B2C Businesses

Capabilities

Need to identify new market opportunities to drive growth?

We can help you create relevant strategies, plans, programs and identify resources needed to deliver tangible business benefits

Need to launch a new product or service line, reposition an existing offering or review your entire portfolio?

We have significant expertise developing in analytics, sales and marketing, operations, services and consumer-facing systems

Need to show up differently in the marketplace?

We have a proven track record of using practical innovation to drive gains in visibility, pipeline, revenue and market share