

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 tech companies develop compelling strategies, differentiated solution portfolios and innovative marketing initiatives for consumer-facing industries.

Capabilities

Seeking new market opportunities?

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

Launching a new product or service? Repositioning an existing offering? Reviewing your entire portfolio?

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

Refreshing your market presence? Differentiating your brand?

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

Offerings

- Analyze markets, trends, opportunity
- Conduct ideation sessions
- Develop positioning, value proposition, differentiators
- Recommend organizations and resources

- Review solution roadmap
- Assess solutions and offerings
- Build ecosystem strategy
- Evaluate competitors
- Formulate seller enablement strategies

- Craft marketing strategy
- Design go-to-market approach
- Conduct ideation sessions
- Review campaigns and portfolio mix
- On-going assessment, advice

How we work

In-person Meetings, Workshops, Roundtables | Strategy, Roadmap and Market Assessment Reports | Phone Consultations | Flexible Retainer Arrangements



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). She is a member of the RetailWire Brain Trust and an Advisory Board Member of The Retail Summit. Patricia also serves on the Board of Directors for Friends of Downtown, a registered 501(c)3 non-profit organization committed to the enhancement of San Diego's downtown community.

Advisory services tailored for your go-to-market journey

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