Empowering Businesses with Data-Driven Strategy and Innovation

WE PARTNER WITH YOU TO CREATE REAL BUSINESS IMPACT

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Unifying Data for Smarter Business Decision

Building Data Ecosystems

Many organizations struggle with fragmented data landscapes, where different business units operate in silos, relying on disparate reporting systems, multiple master data solutions, and misaligned analytics platforms. This results in inconsistent data, inefficiencies, and missed opportunities, making it difficult to extract meaningful insights and drive automation.

A unified data architecture ensures that data strategy aligns with business objectives, supporting both company-wide objectives and localized business needs.

By implementing a structured and well-integrated data ecosystem, organizations can:

- Eliminate silos and establish a single source of truth across business units.
- Align Customer MDM with CDP and marketing automation to unify, enrich, and activate customer data.
- Implement an MDM hub & spoke model to balance enterprise-wide data consistency with business unit-specific needs.
- Ensure seamless integration across reporting, analytics, and AI-driven automation.
- Enhance data clarity, visibility, and searchability to support efficient decision-making.
- Power AI and automation initiatives by structuring, documenting, and maintaining high-quality data.

A strong data foundation is the key to unlocking AI-driven insights, automation at scale, and true business agility. We help you break down silos, align data with strategy, and transform information into a competitive advantage.

How We Solve Your Challenge

- **Assess Data Silos & Integration Gaps** – We evaluate inconsistencies across reporting platforms, master data solutions, and analytics environments, identifying roadblocks to achieving a unified data strategy.

- **Develop Scalable Data Architecture** – We leverage data lakehouse architectures and enterprise-wide data products, ensuring scalability, governance, and alignment with business needs.

- **Optimize Customer MDM for CDP & Marketing Automation** – We carefully align customer MDM with CDP initiatives, ensuring customer data is clean, structured, and leveraged effectively for personalization and automation.

- **Enable AI & Automation Readiness** – AI and automation only deliver value when fueled by high-quality, well-structured data. We establish data governance frameworks that standardize, document, and maintain data integrity, ensuring AI models and automated workflows function optimally.

- **Tie Data Strategy to Business Objectives** – We align your data structure with business goals, activating data to support personalization, predictive analytics, and smarter decision-making.

Trust, Compliance, and AI-Readiness

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Data Governance & Privacy

A well-designed data governance framework does more than just enforce compliance—it builds trust, ensures security, and enhances data accessibility. Organizations often view governance as a restrictive function, but when embedded correctly, it becomes a strategic enabler that fosters clarity, drives efficiency, and unlocks the full potential of data-driven decision-making.

Effective governance ensures that:

- Data is easily discoverable with a structured data catalog empowering both technical and business users to find what they need and get inspired by what's available.
- Data quality is fit for purpose since not all data requires the highest level of accuracy; we help define practical quality standards based on business needs.
- Data lineage is transparent with clear mapping to authoritative sources ensuring data integrity and traceability.
- Built-in privacy and compliance policies aligned with GDPR, CCPA, and other regulatory frameworks, ensuring compliance is a proactive advantage, not a burden.
- Access is secure and role-based ensuring users only see what they need, protecting sensitive information.
- Data classification is standardized through classification policies, distinguishing between public, internal, confidential, or restricted data.
- Data retention and lifecycle management policies are clearly defined and implemented, to reducing risk and optimizing storage.

By making data governance an enabler, not an obstacle, we help organizations ensure clarity, compliance, and security—while fostering AI-driven innovation and data-driven decision-making.

How We Solve Your Challenge

- **Develop an Enterprise Data Catalog** – We design a governance framework that makes data discoverable, usable, and valuable for both business and technical teams.

- **Optimize Data Quality for Business Needs** – We define fit-for-purpose quality standards, ensuring that critical data is highly accurate while allowing flexibility where needed.

- **Implement Transparent Data Lineage** – We map authoritative sources and ensure clear data traceability, enabling teams to trust the data they rely on.

- **Integrate Privacy & Compliance by Design** – We help organizations navigate GDPR, CCPA, and other regulations, ensuring compliance is embedded seamlessly into operations.

- **Enforce Secure & Role-Based Access Controls** – We implement RBAC and data classification policies, ensuring the right people access the right data based on the principle of least privilege.

- **Define Data Retention & Lifecycle Policies** – We establish clear retention guidelines to mitigate risk, reduce redundancy, and optimize long-term data management.

Seamless Content Delivery Across All Channels

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Content Management for Omnichannel Excellence

Content is one of the most valuable assets within an organization, yet many businesses struggle to structure, manage, and distribute it effectively. A well-designed content architecture ensures that content is centralized, structured, and accessible across all marketing channels—enabling efficiency, personalization, and scalability.

However, organizations often face challenges such as:

- Siloed content repositories that prevent seamless omnichannel marketing execution.
- Lack of a unified taxonomy and metadata strategy, making content difficult to find and repurpose.
- Fragmented content workflows, slowing down approvals and distribution.
- Disjointed AI and automation capabilities, limiting efficiency in content creation, translation, and personalization.
- Inconsistent product information across digital touchpoints, impacting customer experience and trust.

To overcome these challenges, organizations need the right content strategy and architecture—one that aligns with business goals and ensures all marketing channels can leverage centralized content effectively.

By focusing on business capabilities and the right architecture, we guide organizations toward efficient, scalable, and AI-ready content management—ensuring they can deliver personalized, consistent experiences across all channels.

How We Solve Your Challenge

- **Define Your Content Ecosystem & Strategy** – We work with organizations to map business capabilities, ensuring content management aligns with strategic objectives.

- **Architect for Centralized & Scalable Content Delivery** – We help design the right content architecture, ensuring all marketing channels can seamlessly leverage a single source of truth.

- **Develop a Business Capability-Driven Approach** – We guide organizations in identifying the right content governance models, workflows, and technology solutions that fit their specific needs.

- **Optimize Taxonomy & Metadata Structures** – We help establish taxonomy as the connective tissue between systems, making content searchable, reusable, and AI-ready.

- **Support AI & Automation Readiness** – We ensure that content structures are optimized for automated tagging, AI-driven content generation, translation, and intelligent search.

- **Enable Product Experience Management (PXM)** – We help organizations shift from traditional PIM to PXM, ensuring product-related content is managed holistically for a seamless customer experience.

Bridging Strategy, Technology, and Execution

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Building Common Understanding Through Capability Modeling

For organizations to scale efficiently, a common language is essential to ensure that business needs translate seamlessly into execution. Many multinational and complex organizations use business capability models as a structured approach to align strategy with execution, fostering clarity, scalability, and efficiency.

A business capability model serves as a critical bridge between business strategy, initiatives, and technology, providing a structured framework that:

- Aligns technology execution with strategic objectives
- Enhances cross-functional collaboration and transparency
- Optimizes resource allocation and prioritization
- Maps systems to capabilities, helping to mitigate biases in technology decisions
- Enables scalable, reusable solutions that drive innovation

We don't just provide frameworks—we partner with you to strategize solutions tailored to your business, develop concrete, achievable plans, align teams around a shared vision, and ensure seamless implementation for real-world success.

How We Solve Your Challenge

- **Develop a Common Language** – We break down business strategies into actionable technology execution, ensuring consistency across teams.

- **Build an Enterprise Business Capability Model** – We work with your teams to develop a capability model enriched with a maturity heat map to identify growth opportunities.

- **Ensure Transparency & Strategic Investment** – We map capabilities to tools and technology investments. We evaluate business and technology fit to determine the right approach through the 4Rs framework—Retain, Replace, Retire, or Refactor—enabling easier prioritization and maximizing ROI.

- **Create Capability-Driven Roadmaps** – We define clear roadmaps to track progress, measure improvements, and drive continuous innovation.

Focus on Growth & Profitability

Revenue and Performance Optimization

Sustained revenue growth requires more than just pricing optimization—it demands a cohesive commercial strategy that integrates demand forecasting, pricing, inventory management, sales, marketing, and distribution. The evolution from traditional revenue management to holistic commercial management has transformed how organizations drive profitability, requiring a cross-functional approach to maximize revenue opportunities while maintaining market competitiveness.

However, organizations often face challenges such as:

- Siloed decision-making between revenue management, sales, marketing, and e-commerce.
- Limited visibility into unconstrained demand forecasting, impacting pricing and inventory allocation.
- Fragmented industry data sources, preventing a holistic market view for competitive pricing strategies.
- Inefficient distribution and channel management, leading to missed revenue opportunities.
- Lack of alignment between product positioning and content strategy, weakening conversion rates.

By integrating data-driven insights, competitive intelligence, and a cross-functional commercial strategy, organizations can optimize revenue performance and drive long-term growth.

By bridging data, technology, and commercial strategy, we help organizations transform revenue management into a fully integrated commercial function—empowering them to make smarter, more profitable business decisions in an increasingly competitive landscape.

How We Solve Your Challenge

- **Leverage Advanced Demand Forecasting** – We guide organizations in implementing unconstrained demand forecasting, ensuring optimal pricing and inventory allocation for perishable inventory businesses.

- **Align Pricing with Competitive Insights** – We help businesses develop data-driven pricing strategies, leveraging market intelligence and industry data to remain competitive while maximizing revenue.

- **Optimize Channel & Distribution Strategy** – We work with teams to ensure seamless coordination across sales, marketing, and e-commerce, driving profitable demand generation.

- **Enable a Unified Commercial Management Approach** – We facilitate cross-functional collaboration between revenue management, sales, marketing, and distribution, ensuring all teams operate under a shared strategy and objectives.

- **Position Products Effectively for Market Success** – We emphasize the role of content, descriptions, and digital merchandising, ensuring pricing strategies are supported by compelling, conversion-driven content.

Driving Transformation Through Leadership

Organizational Change and Leadership

Successful transformation isn't just about technology—it requires a holistic understanding of the organization, ensuring that people, processes, and technology align with business objectives. Too often, transformation efforts fail because they focus on systems rather than capabilities, or rely too heavily on external consultants, leaving organizations unprepared to sustain the change.

Major business transformations require clear scope, well-defined objectives, and realistic short-, mid-, and long-term value expectations. However, organizations often struggle with:

- Lack of cross-functional alignment, leading to resistance and delays.
- Unrealistic expectations around transformation timelines and ROI.
- Over-reliance on consulting firms, making transitions difficult when external support ends.
- Limited leadership development, leaving teams without the internal champions needed to execute change.
- Unstructured automation efforts, failing to determine what should be driven by technology/AI vs. human decision-making.

By taking a capability-driven approach, we ensure transformation is not just an initiative but a sustainable evolution, empowering organizations to own and drive their success.

Transformation isn't only about delivering a solution—it's about enabling organizations to execute, adapt, and sustain change on their own. Through structured leadership development and carefully planned transformation strategies, we help organizations take ownership of their future success.

How We Solve Your Challenge

- **Assess Organizational Readiness Holistically** – We map out people, processes, and technology to align transformation efforts with business objectives and capabilities.

- **Define Scope, Value, and Timelines Realistically** – We help organizations prioritize short-, mid-, and long-term goals, ensuring expectations are aligned at all levels.

- **Ensure Cross-Functional Buy-In & Alignment** – Even teams not directly involved in transformation must be engaged, ensuring broad support and reducing friction.

- **Develop Leaders Who Drive Execution** – We focus on building internal leadership capabilities, so transformation efforts don't remain dependent on external consultants.

- **Balance Automation & Human Leadership** – We guide organizations in identifying what should be automated through AI and technology versus what requires strategic human oversight.

Our Mission

Aviaticus was founded in 2024 with a simple yet profound goal: to help businesses navigate the ever-evolving landscape of **data, technology, and organizational change**. With over 25 years of leadership at Hilton, I've had the privilege of learning from incredible leaders while managing complex, high-impact projects across continents.

I've encountered challenges, gained invaluable experience, and seen first-hand how **alignment, clarity, and execution** make the difference between success and stagnation. Now, I want to share those insights and lessons learned – **helping others navigate similar challenges more effectively.**

At Aviaticus, we empower businesses to harness data, foster collaboration, and accelerate innovation. Whether it's data strategy, AI-driven automation, or digital transformation, we provide organizations with the insights and strategies they need to thrive in an ever-evolving world.

Why Aviaticus?

Aviation is a deep passion of mine, and many principles of flying directly apply to business. Just as I set a strategy to become the safest pilot possible, I take the same disciplined approach in business.

Before every flight, you need a plan – with contingencies. Once airborne, the mission is clear: execute and arrive safely at your destination. Flying requires a steady hand on the yoke, continuous assessment, and adaptation to changing conditions. At cruising altitude, you maintain a broad perspective, seeing the entire landscape. When it's time to land, precision and attention to detail ensure success.

This mindset – **strategic planning, adaptability, and execution** – is at the heart of **Aviaticus**.

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