

CASE STUDY:

RETAIL

Startups and Fortune 1000: Tech, Media, Entertainment, Retail, CPG, E & V-Commerce

www.luminacionlc.com

OBJECTIVES

Acting as SVP, lead the development of marketing strategies and multicultural planning to support Walmart's \$2B account, ensuring effective resource allocation and team expansion.

SOLUTION

- Developed and executed marketing strategies that seamlessly integrated multicultural planning.
- Led a team of 100 professionals, ensuring effective collaboration across client services and shopper marketing.
- Identified resource gaps and hired additional senior staff members to strengthen the team and enhance service delivery.
- Implemented processes to optimize workflow and improve team productivity.

BENEFITS

1. Enhanced Multicultural Spend to 50%

Successfully integrated multicultural planning into Walmart's marketing strategy, increasing engagement with diverse consumer segments.

2. Team Growth & Efficiency

Expanded and strengthened the team, leading to improved service delivery and client satisfaction.

3. Optimized Resource Usage

Improved resource allocation processes, leading to greater efficiency and better use of available resources.



AT A GLANCE

CHALLENGES

- Integrate multicultural planning into the overall marketing strategy.
- Manage a large team of 100 across various departments.
- Ensure proper allocation of resources and hire additional senior staff members.



CYNTHIA NELSON

CEO Luminación

"For over 20 years I've been delivering strategy and execution that transform businesses worldwide."