

alternatives partnered with a leading technology firm to identify seasoned advisors who would shape an effective go-to-market strategy focused on the US retail space

Sector	Scope	Duration
IT Services	Fractional Advisors	4 weeks



Illustration of a person working on a large computer screen in a modern office setting with server racks and various tech icons.

Overview

alternatives leveraged its extensive network to identify a seasoned leader in this space.

With over two decades of experience driving digital transformation for leading global retail brands, the advisor provided strategic insights into buyer decision making and supported the client in forging critical business development relationships

alternatives assisted the client in identifying an experienced leader to execute the go-to-market strategy, enabling the firm’s entry into new markets

Expert profiles showcased

- Ex. CTO Walmart
- Ex. Head Transformation Tesco
- Ex. Innovation Leader The Home Depot