

Project: New Buzz

One of the leading diversified companies had to launch a new product in the specialist segment. The product did not fit into any of the current business units, thus the decision was made to create a new business unit. Our assignment was to start up the new unit and develop it into an independent, profitable business. We launched the new product and developed the unit into one of the most profitable units in the business. It became the most productive business unit for four consecutive years with the highest contribution per capita in the company.



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