In the past, while working at Veret, I observed firsthand how challenging it can be for companies to stay afloat in competitive industries.

If I had been in a leadership role at the time, I would have taken a proactive, strategic approach to drive recovery and growth. Here's a plan I would have implemented:

Maximize profitability by selling 1–2-year-old high-value lighting equipment at peak market demand, while simultaneously launching a leasing/subscription model to create recurring revenue.

Key steps:

Evaluate assets and implement dynamic pricing strategies.

Segment customers (event companies, theaters, AV rental businesses) using CRM and data enrichment tools.

Launch an eCommerce “Used Gear Marketplace” with flexible leasing options.

Drive targeted marketing campaigns through Google Ads, LinkedIn, and AV industry partnerships.

Automate onboarding, leasing contracts, and customer feedback.

Expected outcomes:

Increase gross profit through timely asset exits.

Build a new leasing revenue stream.

Improve customer loyalty with flexible ownership models.

Expand into new customer segments like small events, AV startups, and schools.

Vision:

Position Veret as a market leader in premium rental, used gear sales, and flexible leasing solutions through innovation, operational excellence, and customer-first strategies.