todd c shea strategy innovation execution works contact me

Providing insightful, progressive solutions that differentiate companies and offer consumers what they desire in a clever and unexpected way.

Strategy

An identified plan of differentiation that outlines the company’s path to success.

Know what your good at and identify where you can win. Identify your consumer and build the story. Communicate to your target in a manner that rounds out the points of differentiation and the advantages your brand offers.

With experience in branding, rebranding, and strategy development for companies, corporate divisions, and product offerings, I can efficiently identify a distinctive strategy for your brand.

Innovation

Innovation is the fuel of success.

The process of innovation has changed. It is dynamic, fast, and essential for survival in a dramatically advancing marketplace. A company’s approach to innovation should flex and move with the market, trend, technology, and distribution. It should exist in every aspect of your business, forming a unique customer experience at every touchpoint.

My experience in creating award winning innovations for dozens of national and international brands will ensure a fast and efficient innovation program for your company.

execution

Deliver the plan, create the experience, sell the promise, measure the success, and refine.

Your strategy is only as good as your execution. A successful sales strategy will focus on delivering the identified customer experience at each touchpoint, communicating and reinforcing the company’s points of difference and bringing the brand promise to life.

Years of sales and marketing experience have made me well versed in the execution of corporate strategies. Expelling the essence of the corporate strategy to create marketing programs that immerse customers in a unique experience and linking this to a sales strategy that delivers measurable results has proved to be a solid foundation for success.