



Company Profile

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1.1 About

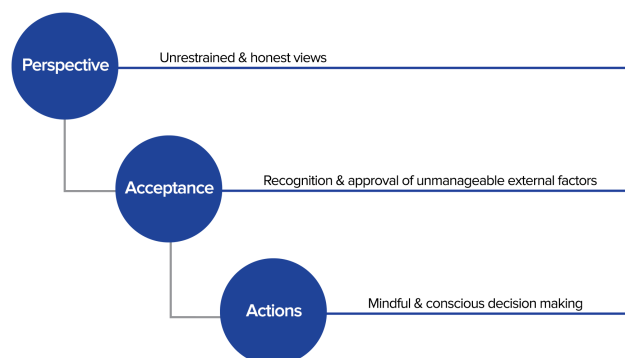
Sparring Partners is a new breed consulting agency, focussed on pioneering business practices for traditional companies and start-ups by rethinking existing processes & formalities.

We believe that business should be conducted in a personal and practical manner, through unconditional acceptance of yesterday's predictabilities, objective judgment of today's realities, and with conscious actions for tomorrows possibilities.

Our hands-on approach is direct, honest, informal and effective. As we strive to share our vision and extend our expertise to organizations to transform its way of working and to exceed customers' expectations.

Foundation pillars.

Every action and decision we make stems from the core of our beliefs. These are foundational pillars we heavily rely on, and are interconnected as they complement each other and are carried out sequentially.



The **perspective** we hold ensures us to unbiasedly analyse the current (market) situation, and provide unrestrained and honest feedback. This viewpoint allows us to recognize the situation for as it is, and lets us **accept** unmanageable external circumstances for what they are. In return, through this awareness, we can make conscious **choices** and decisions regarding how we react and build upon these uncontrollable factors.

Keywords: Business development, Project management, Strategic Planning, Consultancy.

1.2 Services

In our hectic world where everything had to be delivered by yesterday's deadline, we can accommodate you with various solutions. Our collective experience in various countries and industries, allows us to offer the following services:



Strategic Consulting & Planning

From short-term actions to long term change

The best time to plant a tree was twenty years ago, and the second-best time is today. This outlook reminds us that to move forward and to experience change in the future mindful actions need to be taken today. Jointly, we can not only determine the organizational direction, but also reverse engineer the process on getting there by defining objectives & sub-goals, measurements and business strategies. Within this domain:

- Long-term strategy & planning
- Corporate Sustainability Responsibility Policy
- Strategy implementation



Business development

From innovation to optimization

The focus on retaining existing and attracting new customers is a continuous process, where there is always room for improvement. Our philosophy to the development of your business is practical and hands-on, as we concentrate on optimizing what is fully in your organizations control while identifying outside factors. We focus on the following areas of business development:

- New business development (business plans)
- Go-to-market strategy
- Sales & marketing strategies

Project Management

From paper to project

Finding the right balance between investing in durable solutions while focusing on the daily operations is a challenging task. We can provide you with the implementation of ideas and projects by translating ambitious ideas and desires into actionable projects while delivering tangible results. Our project management scope includes, but is not limited to:

- Project definition (scope, timeline, quality, budget)
- Project implementation
- Change management

1.3 Team

Stefano Parra - Lead Consultant

“Reliable enough to understand classic fundamentals, and dynamic enough to implement creative innovations.”

A multilingual strategist with an extensive cultural background combined with work & academic experiences in multiple countries and across different industries.

Stefano holds a master's degree in Strategic Management with various business certificates (e.g. PRINCE2, Lean Six Sigma, Business Analyses), is an avid (marathon) runner and is always open for a new challenge. This is the result of an ongoing desire for continuous personal and professional development.

Personal interest includes running, stoicism, self-awareness, personal development.



1.4 Contact info

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1.5 House style

Font: Montserrat

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