

## A RETAIL CLIENT

looking to rebuild their team based on their new SOW and budget

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A retail client came to us to help rebuild their marketing team. Rather than just fill one open marketing role, they wanted to rebuild the team to better reflect their SOW and budget.

### HOW WE HELPED

We worked with the HR team and marketing leadership to evaluate the current marketing structure. We looked at the scopes of work across each of their agencies and the department's business objectives. Developed multiple scenarios that would work for the business and worked through each based on the talent at the client.

### OUTCOME

Developing multiple models that could work for the client's business, we ultimately landed on a structure, utilizing new and existing talent, that best reflected the marketing team's objectives and business needs.

