



Professional Services/**General Management**



There has never been a more exciting or lonely time to be a CEO because markets' dynamism is growing in many dimensions simultaneously, and stakeholders' expectations are usually not aligned with market volatility. The combination of pervasive digital communications and globalization is pressuring companies on the front and back ends of the business.

For many products and services, demand in mature markets is shrinking and commoditization is fierce and unrelenting. Growth in emerging markets is impressive but often outside a company's imagination or experience. Moreover, new competitors are entering established players' markets with increasing ease.

On the back end, the best practice for many companies is executing via a global delivery model. Once solely the purview of the most sophisticated corporations, global delivery—sourcing, invoking and managing business capabilities around the world wherever they emerge—is now a huge opportunity for companies of all sizes.

The CSRA Approach

CSRA can help your company, business unit or product group to expand your horizons by understanding this new environment and the scope of hidden opportunities and threats. We can help you to acquire the capabilities you need via partnering, M&A or organic growth in new markets. Moreover, we are experts at emerging online marketing and operational business processes. We help your management team to understand that global is simply a core reality for most firms, and we help you to operationalize that reality.

Diversity of Engagements

- Cross-border acquisition strategy—advised Indian conglomerate on M&A strategy for mature market targets.
- Business strategy for new software architecture—advised CEO and CTO on impact of changing architecture of core product, and how to use marketing to enhance value.
- Business strategy for online marketing business—advised management team of corporate spinout that is now top three marketing execution solution.
- Business strategy for supply chain software start-up—advised CEO on business plan and fund-raising.
- Launch new business units—extensive experience with creating, launching and growing (e.g. innovation centers) and promoting them to other business units and external partners.

To Learn More

Contact Christopher S. Rollyson via email or on +1.312.925.1549 or visit CSRA Online.