

**BREAKTHROUGH
ACTIONABLE
STRATEGIES**

Everest Consulting is a management and growth strategy consulting company that focuses on advising consumer branded lifestyle companies, from Fortune 500 companies to mid-sized organizations. With over 25 years of operating and management expertise, Everest Consulting provides the industry expertise along with the strategic and operational know how to help your brand achieve its fullest potential.





WHO WE ARE

With over 25 years of operating and management consulting experience, Everest CEO John Ensminger has worked for leading companies Nike, K2 Sports, CDI/Mercer Management, and Procter & Gamble throughout the United States and Asia. In multiple senior leadership positions, his success has been in turning around troubled organizations, solving the most challenging strategic issues and leading diverse businesses to new levels of growth and effectiveness.

- Driving profitable growth in highly competitive environments
- Successfully turning around and rebuilding troubled organizations in the US and Asia
- Creating the development and execution of new business model strategies in both the private and public sector
- Developing the Corporate Strategic Plan & leading the annual operating planning process
- Establishing a comprehensive sales management strategy to increase profitability and identify key partners to accelerate growth
- Managing the Asian operations, including product creation, global sourcing and regional sales

Our successes include the following industries:

- Footwear and Apparel
- Sporting Goods Equipment
- Outdoor
- Retail
- Health and Fitness
- And More

CASE STUDY

Converse, one of America’s oldest and most iconic footwear brands, entered bankruptcy after years of mismanagement. New owners realized they needed to develop a comprehensive sales and marketing strategy to help reposition the brand and to start driving profitable growth.

PROBLEM

Converse shoes were sold in stores ranging from Barney’s to the local flea market. They had little understanding of the key drivers of profitability nor understood which channels of distribution should be of highest priority.

BREAKTHROUGH STRATEGIES

Everest Consulting embarked on a developing a comprehensive sales and marketplace distribution strategy. This strategy involved analyzing current market dynamics and segmenting Converse’s customers based on financial and strategic value to identify the greatest areas of potential growth. Lastly, we then led Converse management through a step-by-step process to ensure alignment on key decisions and agreement on the steps needed to implement these solutions.

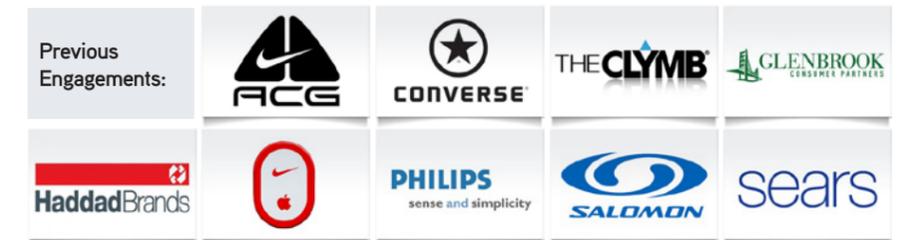
MEANINGFUL RESULTS

Less than two years after entering bankruptcy, Converse was purchased by Nike Inc. and continues to achieve mid-teens revenue and profit growth. By shifting its sales focus to a few key channels of distribution, while also shedding many unprofitable accounts, Converse was able to not only accelerate its growth potential but also create a stronger brand presence in the marketplace.

QUESTIONS WE’VE HELP ANSWER

Questions drive the process at Everest Consulting. Climbing higher to uncover core issues produces greater action and tangible results. Everest Consulting brings a distinct combination of breakthrough strategic thinking with real world solutions to create tangible value for our clients. Our proprietary process, along with extensive client team participation, drives organizational alignment and successful implementation.

- Q | How can I accelerate the Growth & Profitability of the business?
 - A | Long-term Growth Strategy
- Q | How attractive is this industry and potential acquisition target? What hurdles do we need to be overcome to make this a worthwhile investment?
 - A | Strategic Due Diligence
- Q | What is the next BIG idea that’s going to drive additional growth for the business?
 - A | New Business/Concept Development
- Q | How do I align the organization’s structure, processes, talent and culture to achieve the best results?
 - A | Organizational Effectiveness
- Q | What are the key Business & Organizational Issues facing this struggling business and how do I turn it around?
 - A | Business Unit Restructuring
- Q | What is the optimal sourcing and Supply Chain Strategy?
 - A | Operations Strategy
- Q | What’s the Brand & Sales Strategy needed to support the growth of the business?
 - A | Brand & Marketplace Management



LET’S TALK

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