



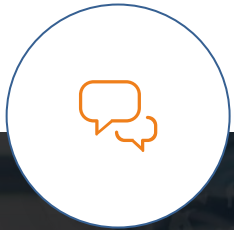
**YOUR PARTNER IN
GROWING REVENUE AND
PROFIT**



Insightia helps consumer goods companies to spot and implement growth opportunities in **Revenue** and **Profit**.

We deliver that via **Consulting**, **Analytics** and **Training** services.

Insightia helps solving challenges by providing these services



Consulting

- Assess current state of Revenue Management (RM) data, processes & capabilities
- Consumer, Shopper and Customer focused Revenue Management projects on:
 - Price & Product architecture and mix (BPPC)
 - Campaign & Promotional Strategy & Efficiency (ROI)
 - Trade Terms architecture / Pay for (PFT)



Analytics

- Advice on data processes
- Provide commercial analysis to support Revenue Management decision-making (i.e. product innovation)
- Outsource regular monthly “data crunching”



Training

- Training in Revenue Management & analytics for commercial managers and analysts

Insightia offers much relevant experience and expertise within data & insights driven consumer businesses



Maciej Kurc

- 15 years in Analytics, Revenue Management (RM), Sales Development and Business Strategy & 9 years in Top Management roles with P&L responsibility across 3 European markets
- Focused on Pricing, Trade Terms, Promotion Management and Product & Customer P&Ls.
- International experience from market leading large consumer companies: e.g. Carlsberg (beer, cider, soft drinks), Altia (wine and spirits) and Danfoss (heating)



Ringolds Grapis

- 12 years in Business Analytics, Sales Development & Leading Global Revenue Management (RM)
- Experience across all levers of Revenue Management – Assortment, Price, Promo, and Trade terms
- International FMCG Revenue management experience across 12 markets worldwide. Key companies: Carlsberg, Coca-Cola and PepsiCo.



Ruben Valdes

- 12 years in Revenue Management, 7 as independent consultant specialized in RM and 5 as RM Director, PepsiCo Europe before
- Very extensive experience in driving Revenue optimization (Pricing,...,TTs) & RM organizational capability building projects across different consumer product categories, European countries & company profiles
- 16 years of Commercial operating experience, including KAM, Trade Mktg. & Category Mgmt... In PepsiCo's Spanish Snacks Market Unit

Our selected relevant cases and experience:



Maciej Kurc



Revenue Management expertise

- During 2008 - 2010 Carlsberg was building its customer and shopper focused **Revenue Management** approach. I was leading implementation of that approach in Europe in e.g. Portugal, France and Ukraine. Net Sales Growth and bottom-line improvements were found through e.g. **Brand Pack Price Channel management (BPPC)**, proper **portfolio profitability** understanding and **promotion management**.

Embedding profit and growth culture

- Altia Sweden had no dedicated Off Trade sales department until 2018, together with my new team we designed and established a new sales function, working processes and tools, which led to the focus on Revenue Management, **value growth and profitability**.

Pricing Management

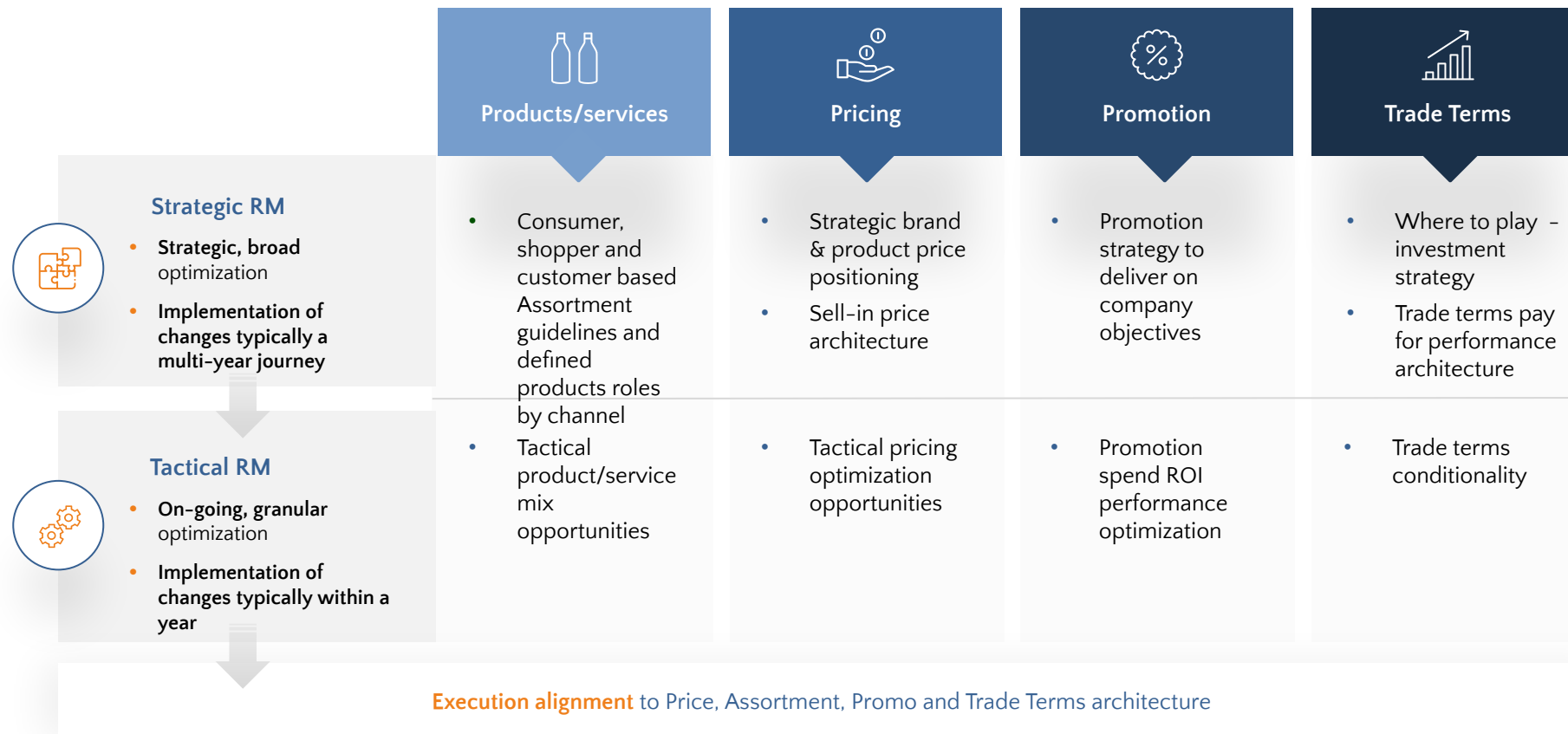
- Until 2018 Altia Sweden had opportunities in improving its **pricing management process** at the same time as experiencing a large currency exchange rate challenge, I launched a new pricing process based on conjoint consumer price sensitivity analysis. The work resulted in a new way of working and was a significant contribution in the largest price increases in Altia Sweden's recent history. We achieved an annual net profit increase of double digit million SEK in 2019 (4 times greater than 2018).

Assortment Optimization

- In 2016 Carlsberg Sweden had challenges with **complex portfolio**, limited profit transparency and high scrapping costs. Through a focused **Brand Pack Price Channel management (BPPC)** approach, new set of forums and portfolio optimization tools, my team led to an annual savings of double digit million SEK million in 2017 and onwards, reduced product portfolio complexity and further assortment development.

Each of our assignments is tailored to your very specific needs, however we follow a standard and structured framework

Overview of a full Revenue Management (RM) framework



Typical Revenue Management (RM) approach and process:

The right product... in the right place... at the right price... to the right consumer



LET'S MEET TO FIND SOLUTIONS TOGETHER

We offer 3–4 hours unbinding and free of charge consulting time to understand your challenges and help you to find solutions with your data, analysis and insights.



Reach us on

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