

PRODUCT MINDSET

What was the **PROBLEM**?

Strategy Execution was a TwentyEighty company (formerly known as ESI International) and world leader in delivering project leadership training solutions for almost four decades that had failed to produce year over year growth for a few years in a row.

What was my role in the **SOLUTION**?

In addition to my CPO role at TwentyEighty, I filled the same position at Strategy Execution, where I contributed to the company turnaround through digital transformation, product strategy, and innovative technologies, which ultimately resulted in the stabilization and improved valuation of the company.

What was the **RESULT**?

Specifically, I helped improve company valuation by developing revenue-generating products and reducing COGs and other expenses. Some of these products and initiatives included:

- A new annual subscription model and platform in under six months.
- The growth of an alliance with Duke University and the creation of 22 new certificates attached to product solutions.
- Building an elite team of Product Managers, Product Developers, Instructional Designers, and Thought Leaders.
- Removing silos and introducing new sales, operations, marketing, & IT processes around product initiatives & launches.
- Implementing ongoing client sensing activities such as focus groups, calls, and surveys.

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