

PROGRAM MANAGEMENT FOR \$16B RETAILER'S INTERNATIONAL BRAND EXPANSION

A prominent multinational clothing and accessories retailer engaged Aspirent to provide program management and oversight of their women's sports apparel brand expansion initiative.

BUSINESS PROBLEM / CLIENT SITUATION

- Capitalize on Canadian sports apparel market growth and leverage Canadian consumers awareness of their brand.
- Expand the company's brand to Canada with an online presence and two retail locations to expand market share in the growing sports apparel industry.

SOLUTION / BENEFITS

- Coordinated with 9 separate workstreams to configure, extend and integrate existing systems, processes and supply chain (including optimizing distribution centers), build a new website and implement in-store technology.
- Collaborated with 100+ unique technology product teams, including Technical Program Managers, Product Managers, Technical Managers, Technical Leads, Architects, Scrum Masters, and Engineers.
- Seamlessly managed an overall program budget surpassing \$6 million while coordinating with TPMs from 4 other interdependent programs.
- Expansion initiative supports the retailer's long-term strategy to increase the brand's revenue to \$2 billion by 2023 in addition to opening 30-40 stores per year in North America.