

SUCCESS STORY

Global commercial business model to achieve double double growth

CHALLENGE

Our client, a cutting-edge, custom manufacturer of precision optical filters, thin film coatings, and R2R flexible sputtered films acquired a new business and managed to further accelerate its transformation into a global advanced materials solutions provider and significantly expand its geographic reach. Cylad was mandated to accompany this journey.

SOLUTION

Cylad ensure a rapid & successful integration of the new business including a new global future operating model and initiating growth stimulation. This included design and initiating global commercial processes, structures & systems for the new business unit and ensuring successful change management by establishing a joint commercial team, building a joint culture and managing change success factors.

KEY DELIVERABLES



Organizational setup

Swift integration of the two commercial organizations with the corresponding growth targets.



Marketing & branding

Unified marketing and branding of the new business unit



Business opportunities

Identification of business opportunities and realization plan there of to achieve double double growth

CUSTOMER BENEFITS

Winning

ASCO Award winner for the "Best Transformation Project"

102%

Adj. EBIT-Growth in one quartal



"The proven methodology combined with the pragmatic experience of Cylad resulted in the swift integration of the two teams into a unified commercial process with the corresponding organizational setup and branding approach."

President