



# Case study

## Strategic Growth & Operational Restructuring DuCalm Skincare

DuCalm Skincare, a New York-based skincare company, was at a crucial stage in its growth journey.

While the brand had established itself in the market, it faced operational inefficiencies and struggled to scale effectively.

From August 2020 to August 2022, I served as an Advisor to the CEO and Interim COO, leading strategic initiatives to drive growth, operational excellence, and market expansion.

### The project aimed to

- Restructure DuCalm Skincare's operations.
- Optimize sales and marketing strategies.
- Position the company for scalable growth.

### The focus was on

- Streamlining business functions.
- Enhancing market penetration.
- Improving operational workflows to increase efficiency, profitability, and brand visibility.



# Problem Identity

The company struggled with several key issues that hindered its ability to scale effectively.

## **Inefficient business structure**

Lack of streamlined processes in sales, marketing, and operations led to inefficiencies and revenue stagnation.

## **Growth strategy uncertainty**

The CEO sought a clear, actionable roadmap for expansion, including market penetration and customer acquisition strategies.

## **Operational bottlenecks**

The business needed improved supply chain management and cost-effective operational workflows.

## **Sales and marketing challenges**

The brand lacked a cohesive sales strategy and an effective marketing approach to increase market reach and customer engagement.

# Solution

To address these challenges, I implemented a multi-faceted strategy, focusing on business restructuring and growth acceleration:

## **Strategic business planning**

Developed a comprehensive growth and expansion strategy, aligning with market demands and competitive positioning.

## **Operational restructuring**

Revamped internal processes, optimized supply chain logistics, and introduced scalable workflows to improve efficiency.

## **Sales optimization**

Designed and implemented a robust sales framework, including new distribution

channels, strategic partnerships, and direct-to-consumer initiatives.

## **Marketing overhaul**

Established a data-driven marketing approach, integrating digital campaigns, influencer partnerships, and brand storytelling to increase visibility and engagement.

## **Leadership development**

Provided executive coaching to the CEO and key team members, ensuring long-term sustainability of the strategic initiatives.



# The Results

The transformation led to significant business improvements:

## Revenue growth

Achieved a measurable increase in sales through targeted marketing and sales strategies with an updated website (30% increased sales) and a 1,250 doors contract with Rite Aid including 5 SKUs.

## Operational efficiency

Reduced costs and streamlined workflows, leading to higher productivity and profitability.

## Market expansion

Successfully entered new regional markets and strengthened brand positioning.

## Enhanced team performance

Improved collaboration and execution through structured leadership and process improvements.

# The Approach

My approach was rooted in a combination of strategic consulting and hands-on leadership.

Over two years, we implemented a multi-faceted strategy to drive transformation and sustainable growth:

## Assessment & Strategy

Conducting an in-depth analysis of operations, identifying key pain points and opportunities. Developing a data-backed roadmap to align growth strategies with market trends.

## Execution & Transformation

Executing strategic initiatives to optimize business functions, streamline workflows, enhance sales and marketing, and improve operational efficiency.

## Optimization & Growth

Optimizing performance and ensuring long-term sustainability through continuous monitoring, strategic adjustments, and leadership development.