Traditional Brick and Mortar retailer who transitioned to an Omni-channel retailer over the course of the last decade
WE HAD TO CHANGE

✓ Overly complex technology landscape
✓ Stagnant investments
✓ Overlaps and redundancies
✓ Priority and performance disconnects
✓ Constrained flexibility and differentiation
HOW HAVE WE CHANGED?

✓ Shifted our approach from “projects” to “products”
✓ Moved from multiple proprietary technology stacks
✓ Relentless focus on economic outcomes
✓ Fast feedback loops
✓ Automate everything
HOW THIS HELPS

Happy Humans

Meaningful Technology

Economic Value
A PLAYBOOK FOR SUCCESS

✓ Every organization's journey is different
✓ Find the “influencers” in your organization
✓ Invest in the platform
✓ Failure is part of the process
COMMON PURPOSE

WE CREATE CONFIDENCE AND EXCITEMENT
BY PERSONALLY EQUIPPING ALL ATHLETES
TO ACHIEVE THEIR DREAMS