

Forging a Winning Search Alliance

Program and Project Management

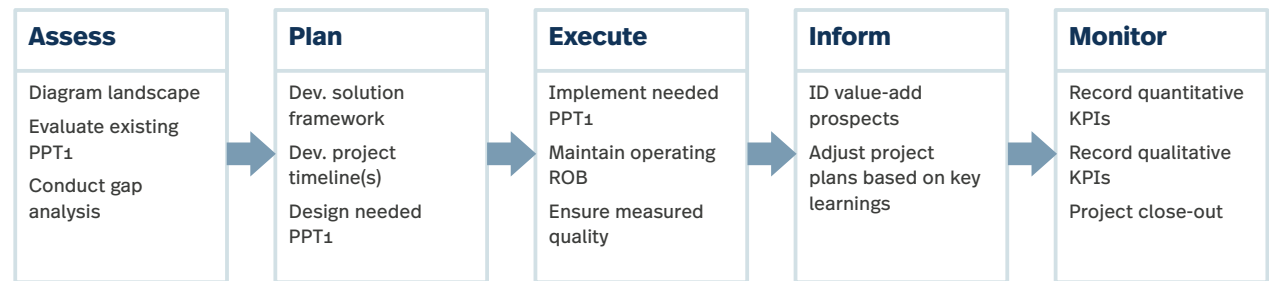
Strategic Planning

01 Background & Opportunity

A large Redmond-based technology company entered into a strategic advertising partnership with a leading competitor of Google. Bluehawk Consulting was consulted from the onset of the partnership to help manage the Sales, Services, & Marketing aspects associated with landing the deal across 56 markets worldwide.

02 Approach

Bluehawk Consulting utilized a five (5) step process to complete the engagement with measurable success.



03 Challenges

Project obstacle were solved quickly.

- Working to drive consensus across two companies with unique cultures and corporate missions.
- Ensuring that all aspects of the engagement were repeatable and / or sustainable on a WW scale.
- Having the flexibility to adjust course mid-stream in order to meet evolving business requirements.
- Managing the complexity inherent to 40+ tracks.

04 Client Impact

Bluehawk Consulting exceeded all expectations.

- Delivered artifacts that informed strategic planning (e.g. market profile matrix, G compete analysis).
- Landed all Sales, Services, and Marketing transition components WW on-time and with quality.
- Helped earn promotions for several client team members based on the quality of deliverables produced by Bluehawk Consulting reports.