COLUMBUS CONSULTING

Retail consulting that drives true value.

Passionate, experienced practitioners delivering cost-effective solutions that help retailers, wholesalers and CPG companies grow sales, optimize margins and reduce costs.

STRATEGY | COST IMPROVEMENT | TECHNOLOGY

25 yrs **Year history** · founded 2001	**350+** **Clients** across retail	**200** **Projects** delivered annually	**96%** **Repeat business** from returning clients
250 **Consultants** · industry experts	**40** **Partners** · executive talent	**22 yrs** **Average experience** per consultant	**Global** **Team** · North America & Europe

Our Mission

Enabling wholesalers and retailers with the resources and expertise to develop **Strategy** for short- and long-term growth, drive **Cost Improvement**, and make the right **Technology** decisions that achieve results.

ACHIEVE YOUR OBJECTIVES
- Increasing Sales
- Optimizing Margins
- Reducing Costs

BY DELIVERING
- Strategic Insight
- Business Transformation
- Change Management

WHICH ALIGN YOUR
- People
- Process
- Technology

Problems We Are Solving

For retailers, wholesalers and CPG companies

Price & Promotion Strategy
AI-driven optimization to analyze, optimize and evaluate pricing and promotion decisions in a fraction of the time and cost.

IT Strategy & Roadmap
Harmonizing leadership, resources and capital to stabilize, modernize and transform operations.

AI Strategy & Utilization
Educating teams, finding high-value use cases and deploying solutions with measurable impact.

Change & Process Management
New processes and training so organizations maximize ROI from new technologies.

ERP & Inventory Management
Strategy, design, selection and implementation for performance, scale, compliance and cost-efficiency.

Emerging Priorities
FSMA 204 | eCommerce | Outsourced Resources

STRATEGIC SERVICES
- Strategy & Roadmap
- System Assessment & Selection
- Change Management
- Organization Design
- Interim Leadership

AGILE SOLUTION DELIVERY
- Business & Technical Design
- Program & Project Management
- Implementation & Integration
- Testing & Quality Assurance
- Training & Support

SOLUTIONS ACROSS THE ORGANIZATION

Strategy, Leadership & Resources	Merchandising / Category Mgmt.
Customer Experience	Data Management & Analytics
Technology	Store Operations & Efficiencies
Supply Chain	Finance / M&A

"Technology is not a solution, it is an Enabler."

LEARN MORE
columbusconsulting.com

CLIENT SUCCESS

Results retailers can measure

How Columbus Consulting turns strategy into top- and bottom-line growth.

GROCERY PRICING

Winning the Price-Value Battle

Modernizing pricing across 200+ corporate stores and an independent retail network

C&S Wholesale Grocers · SpartanNash

THE CHALLENGE Widening competitive gaps, inconsistent zone pricing across markets, and promotions that no longer delivered lift were diluting the brand's price-value image.

56%
improvement in shopper recognition of everyday value, without relying on discounts

8 → 2
pricing zones for consistency, governance and speed-to-market

3 mos
to reshape pricing strategy and drive top- and bottom-line growth

WHAT COLUMBUS DELIVERED

- ✓ Pricing Strategy Overhaul
- ✓ Redefined Processes
- ✓ Category Role Optimization
- ✓ Zone Simplification
- ✓ Financial Modeling Engine
- ✓ Price Communication

"Columbus Consulting's experience and expertise enabled SpartanNash/C&S, in just three months, to reshape our pricing strategy, improve organizational efficiency, and drive both top- and bottom-line results."

Amy McClellan · EVP, Chief Merchandising & Marketing Officer

PROMOTIONS

AI-Powered Promotion Optimization

Using Profitmind AI Agents to turn $30M+ in promotion spend into measurable ROI

Roche Bros. · profitmind

THE CHALLENGE A regional grocer was spending $30M+ on Ad and TPR promotions with no defined strategy or ROI targets, no way to evaluate results, and the same events repeated year over year.

67%
of promotion spend identified as delivering no sales or margin return

50%
total savings from weekly Ad and TPR optimization

150M
transactions analyzed across 3 years of T-Log data

WHAT COLUMBUS DELIVERED

- ✓ AI Promotion Agent
- ✓ Price Point Optimization
- ✓ Product Elasticities
- ✓ Retailer & Vendor Spend
- ✓ Weekly Ad Optimization
- ✓ Change Management

"Columbus Consulting utilizing Profitmind AI Agents changed our process and culture regarding the way we build our weekly ad and promotion plan."

Kevin Barner · CEO, Roche Bros.

IT STRATEGY

IT Assessment & Strategic Roadmap

Stabilizing the IT foundation and setting a phased path to growth

King Kullen

THE CHALLENGE America's first supermarket needed an updated IT strategy, had aging systems, and critical knowledge within personnel was undocumented, with key initiatives already in flight.

36
stakeholder interviews across the business and IT

3
phase roadmap: protect operations, stabilize the foundation, then accelerate

15 → 18
IT roles in the 2027 target organization, reducing key-personnel risk

WHAT COLUMBUS DELIVERED

- ✓ Current-State Assessment
- ✓ App & Infra Heat Maps
- ✓ Phased IT Roadmap
- ✓ Interim IT Leadership
- ✓ IT Organization Design
- ✓ Execution Structure

"Columbus Consulting has provided strategic guidance and resources to stabilize our technological foundation and design a path to our future."

Tracey Cullen · CEO, King Kullen

Some of Our 350+ Clients

No matter what size your company, we help you find success

GROCERY & FMCG · Albertsons Companies · Dollar General · Food City · Foodland · Key Food · Good Food Holdings · Lunds & Byerlys · Roche Bros. · SpartanNash · Walgreens

APPAREL & FOOTWEAR · crocs · Hibbett, Inc. · J.Crew · MK · Nike · Ralph Lauren · SKIMS · Tory Burch · Under Armour · vineyard vines

SPECIALTY & HARDLINES · at home · Carhartt · Cracker Barrel Old Country Store · Harbor Freight Tools · Leslie's · PetSmart · Solo Brands · Sephora · Tractor Supply Co. · Visionworks

COLUMBUS CONSULTING

Let's talk about your next result.

columbusconsulting.com

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