



CASE STUDY

CHANGING HOW GUIDEHOUSE APPROACHED DIGITAL.

I didn't own digital.

I owned how digital was adopted and transformed into a growth function.

“Companies create a digital function to accelerate transformation, then accidentally create another silo.”

I took a different direction.

THE CHALLENGE

Guidehouse, a \$2.9B global consulting business, had 7 business units.

Each had different priorities, processes, and approaches to marketing and digital.

What they had in common was the need for:

- Websites
- Campaigns
- Content
- Design
- Lead generation
- Analytics
- Technology

THE PROBLEM

A lack of an operating model:
No single connected way of
working across brand, creative,
content, and technology
capabilities.

Digital was treated as a production function
and not as a strategic partner, creating
slower delivery, inconsistent experiences,
and limited growth across Guidehouse.

THE APPROACH

I built the first in-house Brand, Creative & Digital function, bringing together the capabilities needed to operate as a strategic partner.

THE APPROACH

Built and led a 14-person team.



Repositioned digital as a strategic capability.



Established a marketing framework across 7 BUs.



Created brand governance and content standards.

Modernized the MarTech ecosystem.

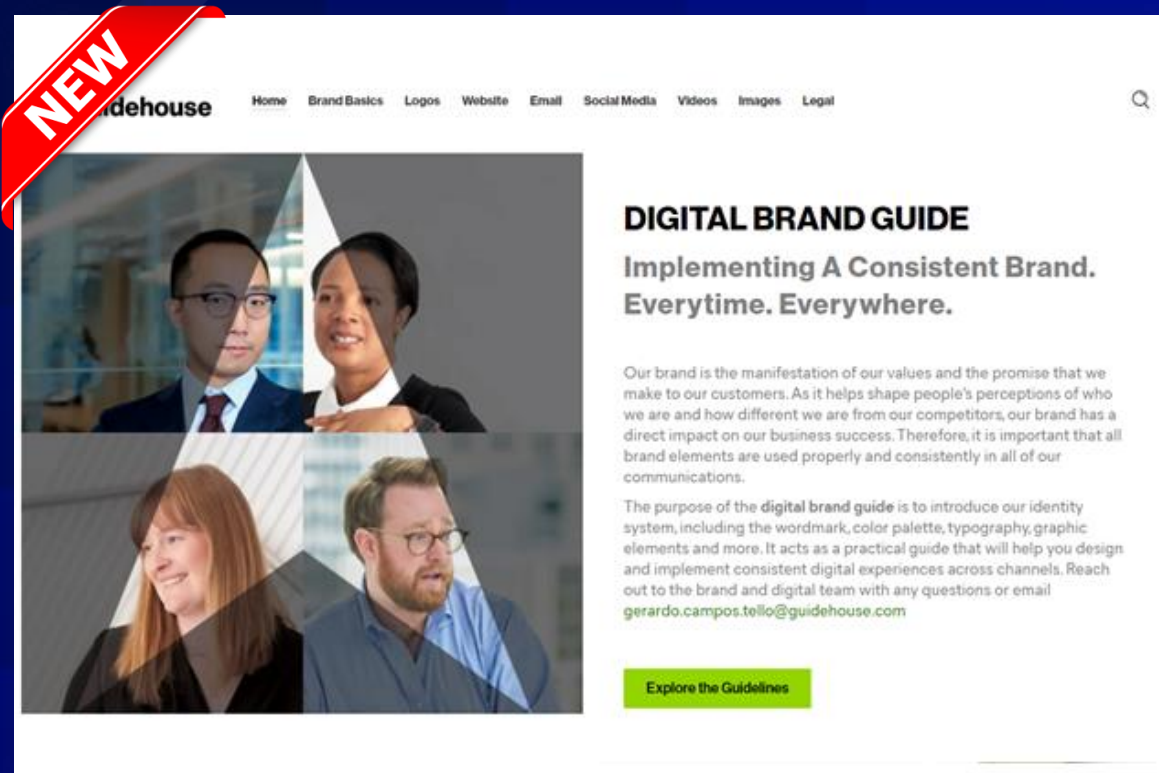


Introduced dashboards, playbooks, and repeatable operating processes.



Created an in-house agency model, reducing dependence on external agencies.

THE EXECUTION



Brand Guidelines

Standardizing the use of the logo, colors, and messaging across channels.



Digital Capabilities

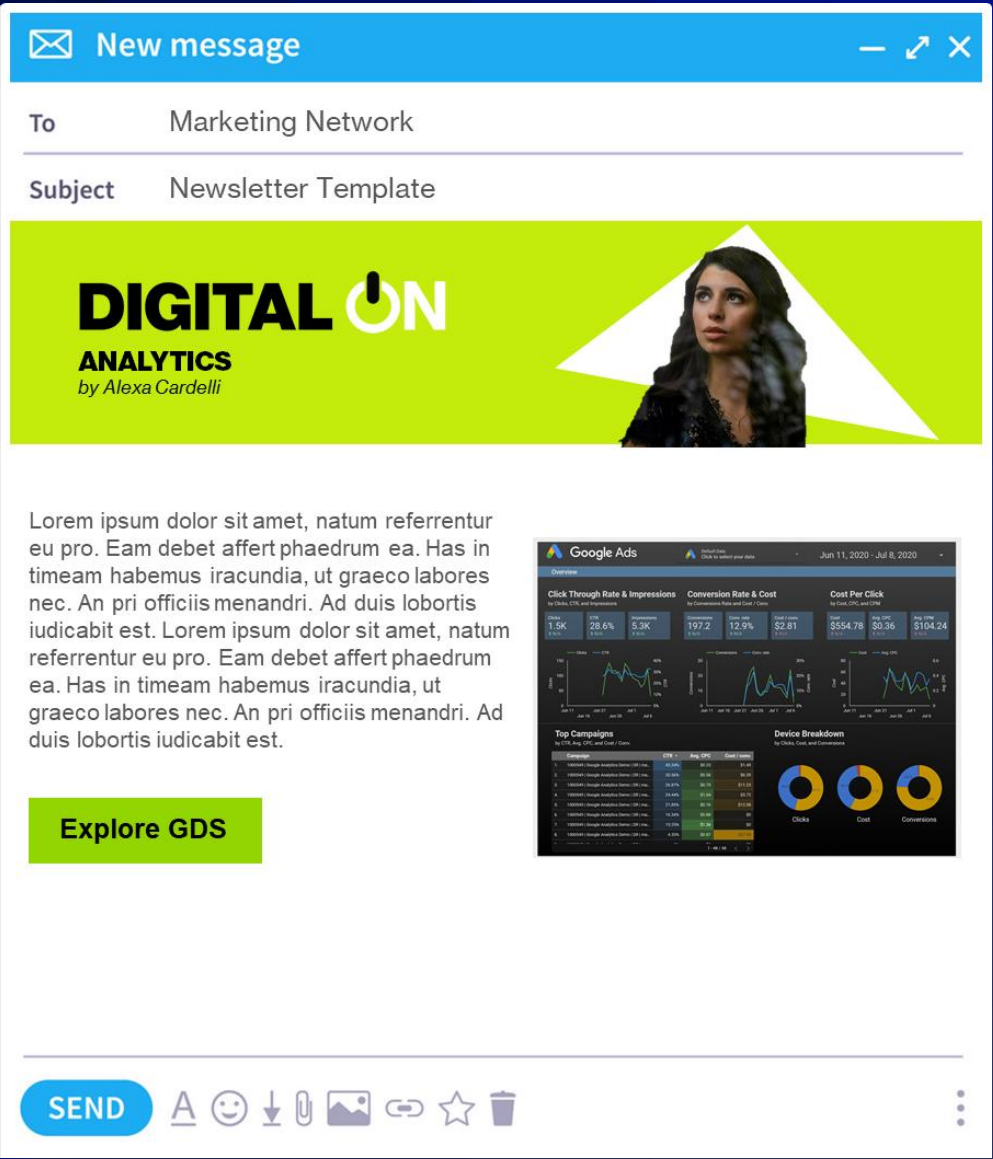
Created an in-house agency and communicated service offerings across Guidehouse.



Digital Playbooks

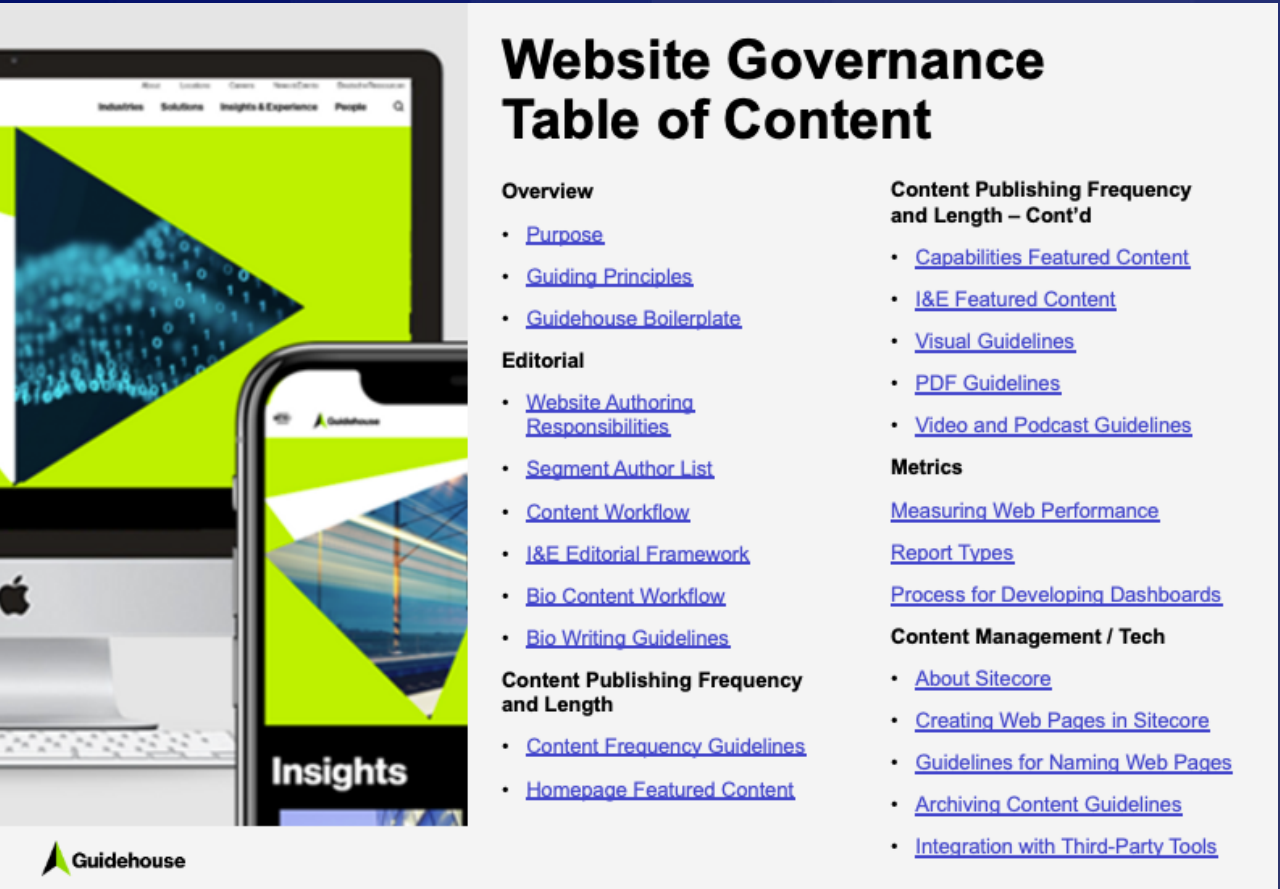
Launched interactive playbooks with examples of digital offerings, process, and results.

THE EXECUTION



DIGITAL ON

A monthly newsletter with information, tips, and best practices on how to adopt digital across campaigns.



Website Governance
Created and maintained playbooks to govern website development and publishing.

THE VALUE

Transformed a fragmented set of marketing capabilities and built an organization that connected brand, digital, creative, content, technology, and data around business growth.

THE RESULTS



The new organization changed both how marketing and digital operated and what it delivered.

THE RESULTS

\$7.5M

Pipeline
generated

32%

Increase in lead
generation

3x

Faster
delivery

40%

Increase in
internal demand

\$1M

Annual savings from the
in-house agency model