

Corporate Marketing for a Leading Industrial

Headline

I managed a proprietary co-creation workshop that crafted enterprise messaging for Parker Aerospace's \$4B merger with Meggitt.

Role and Results

Parker Aerospace's merger with Meggitt would expand its market leadership and increase shareholder value. But the two companies had very different cultures and the marriage would only work if it articulated a "1+1-3" proposition.

As the leader of The Solve™ Development Labs (an offering I had developed for Falls), I led a 3-co-creation engagement. We conducted pre-workshop interviews with senior managers from both companies to frame market dynamics and identify areas of potential alignment. Next, I facilitated workshop conversations that guided them towards a unified post-merger positioning. And after the workshop, we conducted customer interviews that informed the final brand messaging.

The initiative positioned the company for the critical Paris Air Show because it was based on a "1+1=3" proposition, reduced marketing costs, and drove incremental revenue for the agency.

Skills

Understand Market Dynamics | Build Differentiated Positioning | Ensure Brand Alignment

Develop Compelling Touchpoints | Articulate Enterprise Narrative

Facilitate Actionable Brainstorming | Manage Complex Initiatives | Lead Innovation Initiatives | Partner with Leadership

I'm a brand innovator with a broad background helping corporations, marketing agencies, and non-profits achieve their objectives by developing insights-based positioning, crafting powerful narratives, and partnering with colleagues to infuse those stories into marketing, communications, and experiences. I'm exploring Northeast Ohio and remote opportunities to leverage my 23-years of experience in brand strategy, strategic communications, and purpose-driven marketing.

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Affordable, collaborative, strategic
workshops to help you get solutions
quickly



THIS IS HIGHER-LEVEL PROBLEM SOLVING

The challenge Providing a breadth of products to
meet the needs of today and tomorrow

At Parker Aerospace, our passion is helping our partners
thrive with the right products, the right systems and the right
solutions across the entire aircraft. We're not only here to help
your bottom line, we'll help you achieve the extraordinary.
And together, there's no telling how far we can go.



Parker Aerospace
ENGINEERING YOUR SUCCESS.