



SDJ GLOBAL CONSULTING

Consumer Products | Housewares | Kitchen Electrics

CONSULTING

Engagement Framework

Consumer Products • Housewares • Kitchen Electrics

*A Structured Methodology for Accelerating Growth, Innovation,
and Market Leadership in Global Consumer Categories*

01 | DIAGNOSE

Market & Opportunity Assessment

02 | DESIGN

Strategy & Innovation Architecture

03 | DEPLOY

Execution & Commercial Launch

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01

Diagnose

Market & Opportunity Assessment — Understanding the landscape before designing any solution

Every successful engagement begins with a rigorous, facts-based diagnostic. We assess the competitive environment, consumer dynamics, portfolio gaps, and organizational capabilities to build a clear picture of where value is being left on the table —and where it can be created.

CENTRAL QUESTION: *Where are the true growth opportunities, and what is preventing this brand from capturing them?*

MARKET INTELLIGENCE	CONSUMER INSIGHTS	INTERNAL ASSESSMENT
<ul style="list-style-type: none"> ▪ Category size, growth rates & trends ▪ Competitive landscape mapping ▪ White-space & adjacency analysis ▪ Retail channel dynamics (mass, club, specialty, DTC) ▪ Tariff, supply chain & cost structure review 	<ul style="list-style-type: none"> ▪ Shopper behavior & purchase drivers ▪ Unmet needs identification ▪ Brand perception & equity audit ▪ Price-value architecture analysis ▪ Next-generation consumer targeting 	<ul style="list-style-type: none"> ▪ Portfolio performance & SKU rationalization ▪ Organizational capability audit ▪ Go-to-market effectiveness review ▪ Innovation pipeline strength assessment ▪ Financial performance benchmarking

TOOLS & FRAMEWORKS

Porter's Five Forces • Jobs-to-be-Done Framework • Brand Equity Modeling • AI-Enabled Consumer Sentiment Analysis • Competitive Benchmarking • SWOT / TOWS Matrix • Channel Profitability Analysis

PHASE OUTCOME: A clear-eyed, evidence-based diagnosis of the market opportunity, brand positioning gaps, organizational readiness, and the highest-priority levers available for growth.

02

Design

Strategy & Innovation Architecture — Building the blueprint for sustainable competitive advantage

With a clear diagnosis in hand, we architect the strategy. This phase translates insights into a coherent, actionable growth blueprint — defining where to play, how to win, and what capabilities must be built or acquired to get there.

CENTRAL QUESTION: *What is the right strategy to win in this market, and what must be built, bought, or partnered to execute it?*

PORTFOLIO & PRODUCT STRATEGY	BRAND & GO-TO-MARKET	ORGANIZATIONAL DESIGN
<ul style="list-style-type: none"> Product roadmap development (1–3 year) Innovation pipeline architecture Design & engineering briefs Price-tier & assortment strategy Licensed & co-branded product opportunities SKU rationalization & platform consolidation 	<ul style="list-style-type: none"> Brand positioning & messaging framework Channel strategy (retail, e-comm, DTC) Customer & account strategy Omnichannel execution blueprint Packaging & merchandising standards Digital shelf & content strategy 	<ul style="list-style-type: none"> Operating model & structure recommendations Talent & capability gap analysis KPI framework & scorecard design Sourcing & manufacturing strategy M&A, JV & licensing opportunity mapping Commercialization process design

TOOLS & FRAMEWORKS

Blue Ocean Strategy • Jobs-to-be-Done • Stage-Gate Innovation Process • BCG Growth-Share Matrix • Brand Architecture Frameworks • Ansoff Growth Matrix • Agile Commercialization Models • OKR / KPI Design

PHASE OUTCOME: A comprehensive, board-ready growth strategy document: clear choices on where to play and how to win, a prioritized innovation roadmap, channel architecture, organizational blueprint, and a 3-year financial growth model.

03

Deploy

Execution & Commercial Launch — Translating strategy into results with speed and precision

Strategy without execution is just a document. The Deploy phase is where we activate the plan — managing the critical path from factory to shelf, aligning internal teams, and ensuring commercial launch excellence. We stay embedded through launch to drive accountability and adapt in real time.

CENTRAL QUESTION: *How do we bring this strategy to market faster and more effectively than the competition?*

PRODUCT DEVELOPMENT & SOURCING	RETAIL & COMMERCIAL LAUNCH	ORGANIZATIONAL ACTIVATION
<ul style="list-style-type: none"> ▪ Factory identification & qualification ▪ Product development milestone management ▪ Quality assurance & compliance protocols ▪ Cost engineering & landed cost optimization ▪ Packaging production & regulatory review ▪ Sample management & retail buyer prep 	<ul style="list-style-type: none"> ▪ Retailer sell-in presentation development ▪ Account planning & customer negotiation support ▪ Planogram & in-store execution strategy ▪ Digital shelf activation (Amazon, Walmart+, etc.) ▪ Trade promotion & pricing strategy ▪ Launch readiness & risk review 	<ul style="list-style-type: none"> ▪ Cross-functional team alignment & coaching ▪ KPI tracking & dashboard implementation ▪ Sales force training & enablement ▪ Supply chain & demand planning integration ▪ Post-launch performance review cadence ▪ Continuous improvement loop design

TOOLS & FRAMEWORKS

Critical Path Management (CPM) • Stage-Gate Launch Process • RACI Accountability Framework • Retailer-Specific Sell-In Tools • Amazon & Omnichannel Activation Playbooks • Agile Sprint Reviews • OKR Tracking & Dashboards

PHASE OUTCOME: A successfully launched product or brand initiative — with measurable retail placement, consumer sell-through velocity, and an embedded performance management system that sustains growth beyond the initial launch window.

04

How We Partner

Flexible engagement structures designed to drive results at every stage of growth

SDJ Global Consulting structures its engagements to match the complexity, urgency, and scale of each client's opportunity. Whether entering a new market, reigniting a legacy brand, or scaling a high-growth category, our partnership model is built around accountability, speed, and measurable outcomes.

ENGAGEMENT MODELS

FULL ENGAGEMENT	ADVISORY RETAINER	PROJECT SPRINT
<ul style="list-style-type: none"> End-to-end diagnostic through launch Embedded team integration Monthly retainer + milestone fees Ideal for market entry & turnarounds 	<ul style="list-style-type: none"> Monthly strategic advisory sessions On-call executive counsel Board & investor prep support Ideal for ongoing leadership support 	<ul style="list-style-type: none"> 60–90 day focused engagement Defined scope & deliverables Fixed-fee or milestone model Ideal for specific growth challenges

WHO WE WORK WITH

BRAND PARTNERS	CAPITAL PARTNERS	ENTERPRISE PARTNERS
<ul style="list-style-type: none"> Consumer brands entering U.S. market Emerging brands seeking category scale Heritage brands needing revitalization International brands from LATAM, EU, Asia 	<ul style="list-style-type: none"> Private equity portfolio companies Venture-backed consumer brands Family offices with CPG holdings Strategic acquirers pre/post M&A 	<ul style="list-style-type: none"> Fortune 500 housewares divisions Retail private label development Licensing & distribution partners Innovation labs & accelerators

THE SDJ ADVANTAGE

35+ years of operating experience • Fortune-level and high-growth brand expertise • Proven \$300M+ revenue creation • Deep retail & omnichannel networks • Global manufacturing & sourcing relationships • Board-level governance experience • AI-enabled product development & consumer insights

05

Credentials & Track Record*Decades of operating results across the world's most competitive consumer categories***OPERATING EXPERIENCE**

SHARKNINJA	CUISINART	OVENTE
<ul style="list-style-type: none"> Global GM / SVP — Non-Electrics & Kitchenware Built Non-Electrics from \$0 to \$280M+ in 4 years Top-3 market share in U.S.; Top-2 in UK Expanded across North America, LATAM & Europe 	<ul style="list-style-type: none"> Full-time Executive Consultant Led brand revitalization & innovation strategy Developed multi-year consumer product roadmaps Delivered double-digit kitchenware sales growth 	<ul style="list-style-type: none"> President — Full P&L ownership Set enterprise-wide KPIs & strategic planning Drove kitchen electrics product innovation Strengthened brand positioning & channel alignment

BOARD & INDUSTRY LEADERSHIP

U.S. COOKWARE & BAKEWARE ALLIANCE	INTERNATIONAL HOUSEWARES ASSOC.	SDJ GLOBAL CONSULTING
<ul style="list-style-type: none"> Board of Directors Three-year term as President Led industry standards & policy initiatives Drove category innovation agenda 	<ul style="list-style-type: none"> Board of Directors Global category growth initiatives Cross-industry innovation leadership Consumer trend & insights programs 	<ul style="list-style-type: none"> Founder & Principal Consultant U.S. market entry advisory for LATAM, EU & Asia brands Market entry, retail, product & commercial strategy Active engagements across multiple categories

We don't just advise - we have built these businesses, led these teams, and driven these results. Every recommendation is grounded in decades of direct operating experience at the highest levels of the consumer products industry.

— Darrin Johnston, Founder, SDJ Global Consulting