



Contact:

Sebastian Erdociain
Founder
(m) +54911 58475480
sebastian@boldlatam.com

BOLD STRATEGIC PARTNERS and Winston Weber & Associates Establish Strategic Alliance to Enhance Leading Edge Solutions Capabilities

Buenos Aires, August 20, 2019: **BOLD STRATEGIC PARTNERS**, a Latin America consulting firm that provides a wide range of growth solutions to consumer products manufacturers, is pleased to announce its new strategic alliance with **Winston Weber & Associates (WWA)**, an original architect of category management and the architect of shopper-centric retailing and its core shopper solutions planning process, the industry's first and only beyond category management business model.

BOLD STRATEGIC PARTNERS and **WWA** have complimentary capabilities and are philosophically aligned with an unparalleled understanding of the inter relationship between consumer products manufacturers and retailers. This strategic alignment will significantly enhance and uniquely position **BOLD STRATEGIC PARTNERS** ability to provide leading edge thinking, strategic solutions and practical application.

BOLD STRATEGIC PARTNERS is commercial intelligence consulting that supports brands plans for high impact solutions. We are team of senior consultants coming from various backgrounds who designed data-based customized solutions for our clients. We have deep industry knowledge and skills in strategic consulting, that allows us to challenge conventional thinking and deliver exceptional results.

"WWA, with 35 years of experience in 15+countries, including several in Latin America, brings a global perspective that adds an important dimension to our capabilities" said Sebastian Erdociain, Founder of **BOLD STRATEGIC PARTNERS**." This relationship reinforces our commitment and ability to challenge conventional thinking and deliver exceptional results. We are now well positioned to achieve our goal of being the leading strategic resource in the countries we serve.

"I have known **BOLD STRATEGIC PARTNERS** founder Sebastian Erdociain for a number of years", said Win Weber, Chairman, CEO and Founder of **WWA**. "he is a highly talented executive whose forward thinking and commitment to exceeding client expectations sets him apart from the



typical consulting firm. How well he has built BOLD STRATEGIC PARTNERS capabilities and positioned the consulting firm in the marketplace is what attracted us when offered the opportunity to be a strategic partner.”

About BOLD STRATEGIC PARTNERS

BOLD STRATEGIC PARTNERS was founded in 2015. We are a commercial intelligence consulting firm. We provide a wide range of proprietary commercial solutions to unlock business potential and optimize trade funds management. Our team of senior consultants offers a multifunctional approach that combines expertise in sales, trade marketing, finance, supply chain and consumer & shopper intelligence. Among our clients, there are several leading companies in the FMCG industry. We operate in all Latin American countries and in the USA. From channel understanding, shopper-centric manufacturers solutions, revenue growth management and commercial capabilities we have the ability to transform business needs into customized solutions.

About Winston Weber & Associates

Winston Weber & Associates (WWA) was founded in 1985. Our goal has always been to have a global perspective and provide leadership thinking with practical, implementable solutions. Our senior consultants average over 30 years of business experience in general management, retail management, sales management, brand management and supply chain management in the consumer products industry. Our client experience includes retailers, consumer products companies and B2B companies ranging from \$100 million to over \$70 billion in sales, including national and multi-national corporations in over fifteen countries. We have a worldwide reputation as one of the original architects of category management and we are highly regarded for our ability to translate our in-depth understanding of retailer and consumer products manufacturer dynamics into highly productive, performance based collaborative relationship strategies and plans. We are also recognized as leading the retail industry in its transformation to the new beyond category management Shopper-Centric Retailing business model.
<http://winstonweber.com/>