



THE GARAGE GROUP

Capability Statement

www.thegaragegroup.com

We're a catalyst for positive change.

COMPANY DATA



Certified WBE

Women-Owned Business Enterprise



Year Established

2010

NAICS Codes

541611

Management Consulting

541910

Market Research

541613

Marketing Consulting

SIN Codes

541611

Management Consulting

611430

Management Training

541613

Marketing Consulting

541910

Marketing Research

541715

R&D / Strategic Planning

UEI Number

SSQVPBGA9Q89

DUNS Number

011433127

Cage Code

9NR15

GSA

#In process

OVERVIEW

As a lean growth and strategy firm, **The Garage Group** is a small, women-owned business in Cincinnati, Ohio, specializing in guiding organizations through uncertainty and developing strategies that propel future growth.

With 14 years of transformative impact, we have successfully guided 200+ F1000 clients across 400+ brands and influenced over 2,000 leaders. Our proven strategies, industry-agnostic tools, and entrepreneurial mindsets bring bold outcomes of faster go-to-market implementation, new solution launches, increased market share, and repeatable success across diverse sectors.

CORE COMPETENCIES



Sustainable Innovation



Lean Market Research



Lean Growth Toolbox of Proven Methodologies



Strategy & Program Development



Entrepreneurial Leadership Training



Battle-tested team of employees and vetted contract-based SME's

DIFFERENTIATORS



Trusted Partners: 80% of clients are repeat or referred



Lean Growth Toolbox: Used for strategic innovation, transformative change, and enhanced products, programs, or services



Leadership Development: Teach leaders to navigate change, increasing organizational adaptability and resilience



Tailored Solutions Across Many Sectors: Delivers strong outcomes by utilizing proven methodologies coupled with Lean Market Research



Demonstrated History of Success: 140+ collective years of experience in innovation, market research, & growth strategies, plus a network of vetted SMEs

PAST PERFORMANCE

- Kraft-Heinz: 5-Day Innovation Pipeline Sprint Series**, \$1.8M total - Led 20+ cross-functional brand teams through Five-Day Sprints to unlock consumer-first product development.
- Nationwide: 5-Week Strategy Sprint to Innovate on their Core Business Model**, \$220,000 - Led a cross-functional team through a series of research "loops" to identify unmet stakeholder needs and expand business model.
- Bissell: Helped to Launch a New Product Globally in the US & China**, \$250,000 - Led cross-functional Leadership Team through the strategy of optimizing an existing European product and redesigning it to meet new market needs.
- The Coca-Cola Company: Category-Based Consumer-First Brand Architectures**, \$1M total - Reset innovation approach for 3 categories and 10 brands, then drove to action with 4 new ideation pipelines.
- ACCO Brands: Rebuilt the Company's Consumer-first Strategy & Innovation**, \$825,000 total - Led a cross-functional team of Executives through corporate and division-level strategy workshops and brand-level innovation pipelines.
- Land 'O Lakes: Consumer-First Strategy Built to Win with Premium Butter**, \$90,000 - Led a 10-person cross-functional team through evaluating success criteria for the brand to launch a differentiated product in a premium category.
- International Paper: Trained Sales Team on the Power of Empathy-First Sales**, \$70,000 - Equipped a 50+ Person Sales Team to apply Jobs Theory to reignite proactive, problem-led conversations to better meet Customers' needs.