

## CONSUMER PRACTICE

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As the way we interact with brands online evolves, so does the buyer journey with consumers embracing new channels, devices, and interfaces. In today's landscape, eCommerce is changing the way consumers purchase products, digital natives are moving into traditional storefronts, and click-and-mortar is becoming an increasing feature sought by consumers.

These trends call for innovative, flexible executives who will create fresh strategies, whether that entails bringing the latest technology to an established brand, or ensuring a new direct-to-consumer brand has a healthy acquisition funnel to convert browsers into buyers when competitors are just one click away.

We work with clients to embrace this digital shift by finding capable talent who can lead companies with confidence through tech evolution. Our firm finds leaders with the dexterity to leverage a client's existing framework while making the product and marketing changes needed to take full advantage the industry's future has to offer.

**CHANGE IS  
GOING TO  
HAPPEN**

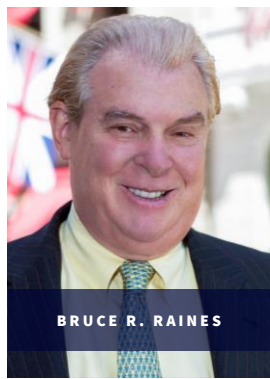
**THOSE WHO  
EMBRACE IT  
TAKE THE**

raines

*Our commitment to difference making is an absolute mandate that guides our search for people who create real change. It informs every step of our proprietary process and leads to meaningful success and consequential impact. In every partnership, we pledge to deliver change and to make a difference.*



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### AREAS OF SPECIALIZATION

- Apparel
- Consumer Technology
- eCommerce
- Food & Beverage
- Hardlines
- Retail

**PLACEMENTS:  
CONSUMER PRACTICE**

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**INC. 500 APPAREL  
COMPANY**

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- Chief Marketing Officer

**MULTIMILLION-DOLLAR  
CPG COMPANY**

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- Chief Financial Officer

**FORTUNE 25 FOOD &  
BEVERAGE COMPANY**

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- Vice President, Global Procurement

**MULTIBILLION-DOLLAR  
APPAREL COMPANY**

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- Senior Vice President, Corporate Controller and Chief Accounting Officer

**HIGH-GROWTH CRAFT  
BREWERY**

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- Head of Brand Development
- Head of Retail Operations

**HIGH-GROWTH CONSUMER  
TECHNOLOGY PLATFORM**

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- Vice President, Business Intelligence and Data Strategy

**PRIVATE EQUITY-BACKED  
DIGITAL MEDIA COMPANY**

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- Chief Revenue Officer

**PRIVATE EQUITY-BACKED  
CONSUMER GOODS  
MANUFACTURER**

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- Senior Vice President, Optimization

**FORTUNE 50 RETAILER**

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- Vice President, Global Brand Imports

**MULTIBILLION-DOLLAR  
CONSUMER ELECTRONICS  
COMPANY**

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- Executive Vice President, Sales and Marketing

**FORTUNE 50  
PHARMACEUTICAL &  
CPG COMPANY**

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- Chief Marketing Officer
- Global President, Beauty
- President, Marketing Services
- Vice President, Head of Corporate Development
- Vice President, Head of eCommerce

**MULTIBILLION-DOLLAR  
RETAIL COMPANY**

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- Board Member
- Chief Operating Officer
- Head of Inventory Management
- Vice President, Pricing and Sales Operations