



February 2020

## **ALCHEMY-RX HIRES INDUSTRY VETERAN ALAN CRANSTON**

Alchemy-Rx today announced that Alan Cranston has joined its team.

Alan was most recently Chief Transformation Officer at Hain Celestial designing their cost reduction program. Prior to this he was Chief Operating Officer of a \$2bn eCommerce division managing over 50 brands online. In recent years Alan worked closely with the Founders of Alchemy-Rx on numerous business strategy projects, including M&A integration, and major change and value creation projects.

At Alchemy-RX Alan will work in both the strategy and eCommerce practice to utilize his unique mix of skills and experience in designing and implementing business transformation. Alan will also work alongside Alchemy-RX founder Mark Tarchetti on business development, including projects in private equity, scaling insurgent brands, and eCommerce operations.

Mark Tarchetti, founder of Alchemy-Rx said: “Alan is a significant addition to the team. He has an outstanding operational track record gained from working across brands of all shapes and sizes. Talent of his quality further strengthens and broadens the Alchemy-RX offer to our clients.”

Alan Cranston said: “I am excited by the possibilities that Alchemy-Rx’s fresh approach brings to the market. I know the team and their deep operating experience and the high impact practical solutions they bring to clients.”

Based in the US and UK, Alchemy-RX provides comprehensive solutions to help brands grow and increase their pace of change in this period of disruption in consumer goods.

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