



ALCHEMY-RX HIRES SEASONED STRATEGIST DAN SEDLAK

NEW YORK, December 11, 2020 — Alchemy-Rx announced today that Dan Sedlak has joined its team. In this volatile time of accelerated consumer and channel change, more companies are seeking to revisit strategies. Dan was hired to expand Alchemy-Rx's Strategy function.

"Great strategy has never mattered more. Dan's data-driven strategy expertise and business-side experience will help clients uncover actionable insights and develop practical strategies to generate real growth" says Mark Tarchetti, Founder of Alchemy-Rx and Author of *Pick a Lane*.

Dan has a longstanding relationship with Alchemy-Rx Founders. He was most recently VP of Strategy and Analytics at Newell Brands, where he built and held the first executive role for the corporate strategy and analytics function. At Tarchetti & Co, he built a Fortune 500 company portfolio strategy and \$800m subsidiary business turnaround plan as Director of Analytics. Prior to this, Dan was a Principal Consultant at Metapraxis, where he built a FTSE 100 consumable goods strategic plan and executed optimization at a national grocery chain.



Having almost 20 years' experience transforming strategic and analytics capabilities, Dan instinctively knows how to help businesses extract meaning from data and turn it into strategic advantage.

Dan, on joining Alchemy-Rx: "Many strategies fail because businesses don't take the time or space to build informed, differentiated strategies with implementation plans. Companies must engage with experienced practitioners to construct powerful strategies that can be executed effectively to deliver change."

About Alchemy-Rx:

Alchemy-Rx provides a unique consulting advisory - one delivered by proven leaders with direct business experience. Alchemy-Rx's handpicked team of practitioners have the instincts for choosing the right situational growth levers and the know-how of working within a P&L. They collaborate with clients to create practical, individually designed programs with effective solutions to generate real growth.