



NEW STRATEGY CRITICAL FOR BUSINESS GROWTH IN A RAPIDLY CHANGING POST-COVID MARKETPLACE

NEW YORK, July 20, 2020 — In a newly-published book, top business strategist and business leader Mark Tarchetti presents the pathway for companies to fundamentally refocus their approach to organic growth or get left behind in a post pandemic environment. His book, *“Pick a Lane,”* articulates how the underlying trends impacting business have accelerated, while many businesses remain slow to react to the dynamic shifts in consumer behavior and the emerging customer landscape.

Tarchetti explains before COVID-19, stable markets were already being disrupted by insurgent brands and the widening impact of online growth. Now, businesses and brands need to embrace new thinking and move on quickly from legacy mindsets and steady state strategies.

“COVID-19 hit when organic growth in consumer goods was at a 20-year low,” said Tarchetti. “Too many businesses are stuck in the old playbook, relying too heavily on cost savings and capital allocation to deliver value. The winners are focused on growth and delivering what the consumer wants, where they want to buy it, embracing technology and growth culture as accelerators of change.”

Pick a Lane details a new playbook for creating value in the 2020s and institutionalizing a culture of growth. Tarchetti wrote the book as a quick read, packed with practical ideas and solutions based on his deep industry knowledge and hands-on experience. This timely book makes a persuasive case that business development strategy has never mattered more.

Tarchetti added, “I hope the book helps leaders look beyond the incrementalism of day-to-day results to the real opportunities of embracing change and building new business. Future relevance and future value have never been more closely connected.”

Pick a Lane is available for purchase on [Amazon](https://www.amazon.com). For bulk orders or speaking engagements, please email hello@alchemy-rx.com for more information.

About Mark Tarchetti:

Author Mark Tarchetti is a rare C-suite strategist and business leader, deeply experienced in designing and executing growth programs on brands of all sizes. He has over two decades experience in consumer goods in business and corporate development. Mark was global Head of Strategy at Unilever and launched the Compass strategy. In 2011, he founded a strategy agency which he later sold to Newell Rubbermaid having created the Growth Game Plan. He was Chief Development Officer at Newell Rubbermaid in 2013 and was appointed President of Newell

Brands in 2015. Mark led all the company's growth functions including marketing, design, innovation, and eCommerce.

In 2019, Mark co-founded Alchemy-Rx, a collaborative consulting agency of highly experienced operators specializing in growth strategy. Alchemy-Rx works with clients to create practical, effective plans that work best for each business by linking great strategy to robust operating disciplines.

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