

THOUGHT LEADERSHIP FROM THE EXCEPTIONAL WOMEN ALLIANCE



BY LARRAINE SEGIL

Featuring:
Celia Ramos
*Managing Director and
Finance Strategy &
Consulting Leader*



Celia Ramos and her global team are in the trenches with their clients to deliver innovative solutions from strategy to execution.

Today Celia shares **strategic considerations for the technology sector**.

“Given the current challenges of economic uncertainty, inflation, and softening demand, what’s top of mind for tech executives are the three Ps: profitability, productivity, and product performance.

“**Profitability** is anchored on an understanding of the drivers of the company’s top line and bottom line. Rigorous planning, budgeting, and forecasting as well as analytics that enable timely decision making are key. We are seeing a resurgence in scenario planning to identify and manage near term and mid-term risks and opportunities. The ongoing supply chain challenge is a good example of how executives looked at different options to manage production cycle time delays and its impact on revenue and margins.

“On the **productivity** front, the pandemic challenged the traditional approaches to operations, operating models, and ways of working. We are seeing an uptick in investments in automation and digital technologies to continue to eliminate manual and low value activities. In addition, leaders are looking at eliminating complexity within and between functions.

“And the third P, **product performance**, is a strategic priority for companies. There’s increased focus on providing a 360-degree view of product economics, from ideation and development, to sales and service support. We are also seeing a bigger push for innovation and value creation. Fundamental questions being asked include: Are our products continuing to be relevant and meeting customer needs? Are sales and pricing strategies optimizing sales uptake and margins? Are there gaps in the product set that can drive more top line growth, as well as increase customer stickiness?”

These are certainly challenging times for not only the technology industry. Focusing on the fundamentals, as Celia’s points out with the three Ps, will orient any business toward a sound future.

Until next time,

Larraine

Founder, Chair & CEO
Exceptional Women Alliance Foundation

Follow Us

