



Acumen  
Highlights 2023

# An industry update from our founders

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In terms of the external consumer environment, slowing inflationary headwinds are pushing RGM levers to the fore and brands are now focusing on driving volume through promotional activity to compensate for volume decline. Having a good understanding of promotional performance and ROI is more critical than ever as the supplier P&L is under increased stress from input cost, supply chain and wage pressures.

Furthermore, the evolution of European buying alliances and the trend for a more centralised procurement for key retailers means focusing on international pricing and terms is increasingly critical. Acumen are excited to be working with our clients on shaping their future facing approach by restructuring their trade terms and trade pricing at both an international and local level, both through our market leading pricing tool, Acumen Radar, and consulting projects.

Acumen looks forward to continuing its support for clients in 2024 to overcome these industry challenges.





## Key internal achievements for Acumen

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Acumen have demonstrated exceptional performance across the business this year, notably surpassing our ambitious annual revenue target, which allows us to continuously invest in our products and people. As we continue to scale the business, we have welcomed over 25 senior professionals and enthusiastic junior hires to Acumen - we're excited to have such a talented bunch onboard and to see what they will achieve throughout their careers at Acumen.

We're also thrilled to announce that Acumen have established a dedicated Data and AI team, as part of our growth and our commitment to fostering innovation. The Data and AI team will be taking advantage of opportunities presented by the AI revolution, unlocking additional value for our clients through the integration of new technologies into our SaaS solutions, Invest and Radar.

The relocation to our new office at Hamilton House marks a new milestone, providing a modern and collaborative workspace for our growing team. 2023 saw another year of our successful Leadership Development Program, with participants leading internal projects such as the APAC Market Strategic Assessment, designed to help us better meet the needs of our clients in Asia Pacific.

As we continue to grow our brand, we are proud to be working with a new PR agency, Missive, and to have been featured in industry publications such as the BBC and Business Today for expert commentary around Revenue Growth Management.

We're excited for what 2024 will bring but let's take a moment to look back at some highlights from 2023...



## Introducing our new AI team

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The AI revolution and particularly the advent of large language models like Chat GPT has motivated businesses to explore how AI can optimise their ways of working and business practices. Embodying our value of 'innovate to grow,' Acumen celebrated the launch of our Data and AI Solutions team in Q4 of this year. This era of AI offers huge potential for value creation, and our dedicated team is set to take advantage of this opportunity for Acumen and our clients.

The Acumen Data and AI Solutions Team aims to harness these emerging technologies to deliver enhanced data analytics and provide a deeper, more insightful understanding from our clients' data. Our focus is on transforming these advanced AI capabilities into practical solutions that drive innovation and efficiency for our clients.

By staying at the forefront of the AI wave, this team is not just about technological adaptation - it's about guiding our clients through the fast-paced, ever-evolving digital landscape. We are committed to ensuring that our clients not only adapt to these changes but also thrive, using AI to gain a competitive advantage.



# An update from consulting

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In 2023, our primary focus has been on scaling our delivery and enhancing our capabilities to better support our clients in their revenue management journeys.

This growth has been marked by the successful execution of our largest software implementation project to date. Notably, the implementation of a multi-market fully integrated Invest system stands out as a significant achievement, boasting an impressive average client feedback score of 9.7/10. This accomplishment was the result of extensive collaboration within the project team and beyond, reflecting a tremendous effort and dedication to its success.

On the consulting front, the successful completion of engagements across Europe paved the way for our largest project to date with a major FMCG company. The team's consistent delivery of high-quality work has been commendable, earning trust and recognition from one of the world's biggest companies.

As our operations have expanded, so too has our team. The successful onboarding of new members has facilitated a seamless integration, allowing for swift contributions to ongoing projects. The consulting role has also served as a launchpad for several individuals, providing them with opportunities to explore new paths and grow within their careers at Acumen. This growth not only enriches their skill sets but also nurtures a culture that encourages and supports individuals in pursuing diverse paths within the organisation.



# An update from APAC

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2023 has been a big year for Acumen's APAC team, marked by substantial growth and strategic collaborations. Our journey this past year has been defined by several key highlights that underscore our commitment to excel and expand across the region.

Firstly, our efforts in Singapore saw a significant enhancement in expertise and team expansion. The reinforcement of the team with specialised talent in Data, Config, and AI, alongside the strengthening of our project delivery team, has further enabled us to offer bespoke support to our growing client base. Additionally, our footprint extended across diverse markets, with impactful project deliveries spanning Australia, New Zealand, Japan, Indonesia, Hong Kong, and other regions, exemplifying our reach and influence.

Secondly, our average client feedback score was a commendable 8.7 out of 10, which is a testament to our team's dedication to excellence. This rating reflects our commitment to tailoring solutions to the varied needs of different markets, earning recognition and trust from our clients. Particularly noteworthy is the successful execution of a Global Travel Retail (GTR) project spanning 41 markets, showcasing our ability to navigate complex global projects seamlessly.

Lastly, our commitment to industry partnerships was evident through the launch of our sponsorship with The Joe Berry Award in Australia. This initiative exemplifies our dedication to fostering industry connections and supporting initiatives that drive excellence and innovation within Acumen.





## Events and Webinars

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Across 2023, Acumen have hosted a breadth of forums and webinars focused on hot topics within the industry, from leveraging AI and future technologies to navigating the complex macroeconomic environment through revenue management.

Our virtual forums were a huge success, bringing together senior leaders from across the consumer goods industry in Europe and the UK&I. With speakers from the likes of Suntory, Campari, Henkel and more, the panel discussions, presentations and networking breaks provided an opportunity for attendees to learn from one another and hear best practice approaches to shared challenges from experts in the industry.

Our webinars were hosted by our very own Consulting team, who work daily with our clients on revenue management initiatives to counter challenges such as inflation, retailer mergers and legislative changes. Our founder and CCO, Nick Ryan, also featured, sharing his impressive international pricing expertise from 15+ years of working with multinationals to defend pricing amidst buying alliance and retailer pressures. Through our webinars, we aim to provide new ways of thinking and tangible approaches to optimising the pillars of revenue management, from promotions to pricing & terms to revenue management capability.

We are delighted to have hosted over 700 commercial and revenue management executives across 2023 and are looking forward to exceeding this in 2024.



# The Acumen Team

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Across 2023, we welcomed 25 new faces to our outstanding team. We have expanded our People Experience, Commercial, Consulting and Product teams and created a brand new AI and Data solutions team focused on harnessing AI into our platforms to enhance our solutions.

Our people make the difference, both internally and for our clients, and we were therefore delighted to be awarded Great Places to Work certification again this year. For more than four decades, the Great Place To Work Institute has been polling employees on good "employership", with thousands of organisations included in the institute's assessments every year, so the award is a huge testament to the the focus and investment we place on people at Acumen.

Furthermore, capability development was at the top of our agenda this year so that our people to thrive at work everyday. With 15% of our team getting promoted throughout the year and 95% of our team agreeing with the Great Place to Work statement, 'I am offered training or development to further myself professionally', we are proud of the skill and capability of all teams across Acumen.





# New office

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We were proud to open our new Acumen office in the summer of 2023 in Hamilton House, near Blackfriars. Not only is Hamilton House situated in a fantastic location near the river, but the additional space that we've gained has allowed us to create a collaborative working environment for our teams.

All of our people are hybrid workers, working from home and our office based on what helps them to be at their best. This flexibility allows us to hire exceptional talent from across the UK whilst ensuring we continue to build a sense of belonging for our people employees, a key aspect of Acumen's unique culture.





# The Leadership Development Program

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The second cohort of our Leadership Development Program has seen three of Acumen's highly talented employees individuals work on a variety of projects this year, including implementing our strategic product roadmap and developing a strategy for our future geographical expansion. Sannidha Datla, Gioia Dominici and Liz Nguyen have been exceptional throughout the program this year and we are looking forward to seeing their careers develop further.

We will be launching our third cohort in 2023 with three more high potential individuals joining the program. They will be attending the "7 Habits of Highly Effective People" before commencing mini MBA's in early 2024.



# Team Events

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Our quarterly kick offs are days everyone in Acumen looks forward to. They are a chance for us to come together as a full company, celebrate our achievements and align everyone on the priorities for the coming quarter.

These interactive days have seen the Acumen team use their creative talents to embed key messages and help us grow as a business. We have also taken part in some great team-building activities, varying from bowls in Hyde Park, to Monopoly Live, all of which have focused on Acumen's values - "own it & enjoy it" and "collaborate to succeed."

Acumen's favourite part of the quarterly kick off's is seeing our cross functional teams come together and spend time with one another. This is crucial in a hybrid world to build those important close bonds at work. This helps create a feeling of belonging for everyone.





# Wellbeing


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Acumen recognises that employee wellbeing is essential for our employees to be at their best. Everyone at Acumen deserves to feel healthy both physically and mentally.

This year we provided interventions designed to help our teams develop their own awareness so they can take care of themselves. We had external experts from Action for Happiness on the science of giving (for feeling good and function well), the Money Charity on financial resilience and the Sleep Works for advice on getting a healthy nights sleep.

We were also able to utilise our new office space with visits from Therapy Dogs, a Menstrual Health Awareness focus group with Lizzy Kurtzer of Inner Connection Coaching and the first ever AcuGig from The Chili Jam – an exceptional evening of acoustic music from local musicians.





2023 has been an extremely successful year for  
Acumen and we are looking forward to  
continuing this into 2024.

Happy New Year from the Acumen team!





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