



STRATEGIC CONSULTING

<https://www.rabbit.global>

Chile • United States • Colombia

Hello!

We are Rabit — change agents. We mobilize people to drive business transformation.

Our focus: co-designing sustainable, actionable strategies to solve our clients' toughest challenges, accelerate their growth and/or transform their experience models; back-end and front-end alike.

And we don't just ideate on slide decks: we deliver a clear diagnosis and an actionable plan with clearly prioritized execution milestones.

We believe that's how consulting should be in the era of AI.



Nicolás Rencoret
CEO & Partner



Backed by:



UMBREX



Rabit is a strategic consulting firm that delivers actionable solutions, helping companies achieve sustainable acceleration, expansion and/or transformation.

Why clients choose to work with us...

1 We work hands-on — we don't lecture with slides.

2 We co-design every solution hand in hand with our clients.

3 We innovate with standardized McKinsey, Bain & BCG (MBB) frameworks.

TRAINED BY:



What we do



Two service lines: one focused on traditional management consulting, the other, on contingency and on-demand needs

Consulting services



Strategic Process Management

We optimize your value chain, cutting up to 40% of non-productive activities.



Work Redesign

We transform with standardized frameworks focused on agility, digital enablement and AI.



Marketing Optimization

mROI-driven strategies and execution plans. Our focus: doubling the efficiency of every resource invested.

On-demand services



Fractional Executives

C-level executives by the hour with up to 70% lower costs.



Workforce Up/Reskilling

We retrain teams, increasing their productivity by 40%.



Digitalization of work models

Certified monday.com partners. 50% cost reduction in business process management.

Strategic Process Management

We optimize the entire value chain: commercial management, operations and delivery.



What We Do

- Full diagnosis of current processes and stakeholders
- Gap and bottleneck analysis
- Co-design of optimized workflows
- Embedding KPIs and metrics into workflows

Why We Do It

- Inefficient processes and resources drag down operational efficiency and delivery
- Lack of metrics works against continuous improvement
- Transforming organizations requires strong methodological roots, not just technology

How We Do It

- Adapted McKinsey, BCG and Bain (MBB) frameworks
- Detailed AS-IS gap and bottleneck mapping with a proprietary method
- TO-BE co-designed with your teams
- Phased implementation with quick wins and knowledge transfer

Results

30-40%

Reduction in time
managing complex
tasks

6 months

All it takes to prove
ROI

Work Redesign



We transform your organization with standardized frameworks focused on agility, digital enablement and AI — adapted to your culture.

What We Do

- Organizational structure assessment
- Roles and responsibilities redesign
- Implementation and training in agile ways of working that leverage technology
- Measurable employer value proposition definition

Why We Do It

- Young talent looks for adaptable organizations
- Silos and captive knowledge kill innovation
- Leadership rigidity impedes agile and measured response to sudden market disruption
- Wellbeing management drives productivity

How We Do It

- Organizational maturity assessment
- Cultural transformation roadmap
- Digital enablement with monday.com, AI, automation
- Pilots + hands-on support model

Results

+25% **-20%**

Team
engagement

Turnover

Marketing Optimization

Marketing strategies driven by measurable results, lower acquisition costs and maximized ROI



What We Do

- Digital ecosystem audit
- Conversion funnel optimization
- ROI-driven campaign management
- Attribution model design and digitalization

Why We Do It

- Marketing without metrics burns budget needlessly
- Channels change; methodology endures — but marketing departments must adapt
- Vanity metrics don't pay the bills
- Sustainable growth comes from continuous optimization, especially in the era of AI

How We Do It

- Full journey diagnosis across the funnel
- Systematic multivariable testing
- Storytelling optimization with a renewed product/service value proposition
- Real-time performance dashboards anchored in actionable data, not vanity metrics

Results

+2x

Minimum
increase in
conversions

-40%

Acquisition
costs

Fractional Executives

Access senior C-level executives by the hour.



What We Do

- Fractional CMO, CTO, COO, CPO and more
- Senior leadership without the full-time cost
- Team and project management
- Knowledge transfer included

Why We Do It

- Senior talent is scarce and expensive at corporate level
- Startups need experience, not just energy and bright ideas
- Strategic projects require field experience

How We Do It

- Executive matched by industry and challenge
- Flexible dedication (hours/week)
- Integration with your existing team
- Clear accountability reporting

Results

-60% **Month 1**

Lower cost
vs. a hired
FTE*

Tangible
results

Workforce Up/Reskilling

We retrain your teams with high-impact methodologies, cutting turnover costs



What We Do

- Skills gap diagnosis
- Tailored bottom-up and top-down training programs
- Training in new technologies
- Best-practices documentation

Why We Do It

- Knowledge expires fast
- Retaining talent costs less than hiring
- Prevent corporate knowledge drain
- Keep your company one step ahead of generational shifts like AI

How We Do It

- Initial skills assessment
- Personalized learning paths
- Practical, hands-on workshops
- Impact measurement and knowledge transfer

Results

+40%

Productivity
increase

+30%

Talent retention

Digitalization of work models

Certified monday.com partners to help you automate your processes.



What We Do

- Web platform implementation
- Workflow automation on monday.com
- Integrations with existing systems
- Real-time dashboards and reporting

Why We Do It

- Manual tasks don't scale
- Scattered information is hard to find and manage
- Automation lets your teams focus on what really matters
- Automation reduces errors

How We Do It

- Discovery of current AS-IS processes
- Design of optimized flows to digitize
- Data migration and configuration
- Training and continuous support

Results

-50%

Reduction of
low-value
admin tasks

100%

Process
traceability

We are doers.

Our value proposition



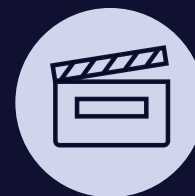
We get **straight to the point**

Our proven work methodology and focused service offering help companies define strategic action plans within 2 to 4 months.



We like being **agile**

Following our structured work practices allows us to identify 80% of the solution to your company's challenges in 1 to 2 months at most.

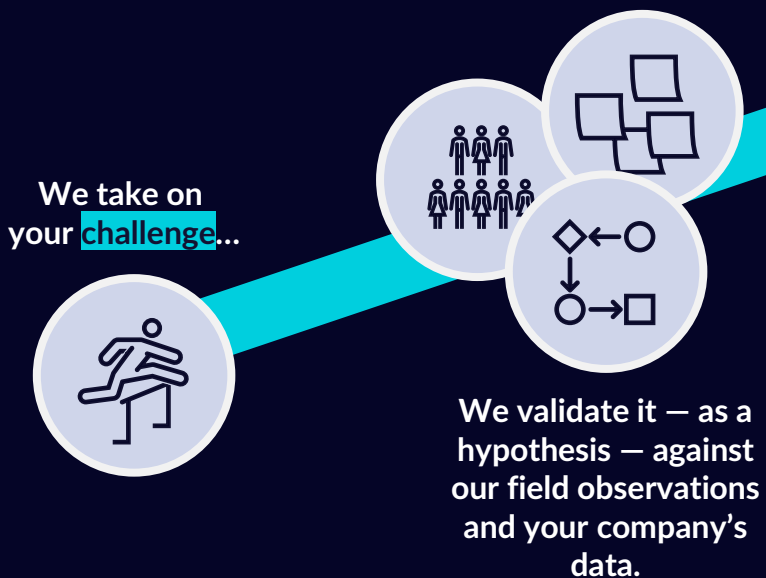


Theory alone **is not enough**

We deliver a concrete and executable action plan for your company.

HOW WE WORK

Short projects, fast solutions.



Our findings are turned into executable solutions screened for desirability, feasibility and viability.

Which we distill into a concrete and prioritized action plan.

Optional: hands-on support through execution.

Always co-designed with the client

AND THIS IS OUR TRACK RECORD

With 20+ years and 60,000+ hours under our belt, we are diverse in skills, perspectives, experience and trend awareness across age ranges. The result: holistic, end-to-end solutions.

Clients where we have led change

SOLEIT

We pivoted their business and product to develop a sustainable growth-hacking strategy

BAZARKAI

Redesign of the organizational structure and ways of working to revitalize the business by strengthening its competitive advantages and staff capabilities

firstjob

Redesign of the value delivered by their job marketplace reports (EFY, TOM and BIE) and the commercial approach for growth

CAROLINA VARELA.
SALUD Y ESTÉTICA • SANTIAGO • MILAN

Development of a new results-driven marketing model based on an online and offline attribution model

SONDA
make it easy

User experience redesign for their software-license management application in LATAM, focused on scalability and revenue growth.


ParqueArauco®

Organizational structure and governance model design for their marketing department.

SANTIAGO
+
ST>RT-UPCHILE

Conceptualization, design and development of a marketplace connecting start-ups with investors

transbank.
APOTANDO NEGOCIOS

Design of an agile growth-hacking model for lead generation and sales, while training the internal team and its agency

Selected credentials



Selected credentials

Client

Multinational B2B
merchandising company

A US-based curated corporate merchandising
company with operations in the US and Colombia

Challenge

The company needed to revitalize its business given
its operating results. It hired Rabit to chart a
redefinition of its ways of Working and
strengthening its competitive advantages by
leveraging technology

Result

A company healthy in revenue and margin, with an
organizational structure free of duplicated functions
and a sales model digitalized in a CRM that
articulates the brand's differentiating attributes.



What did we find?

- ✓ A company with internal political struggles
- ✓ Not yet ready for a digital transformation process
- ✓ An organizational culture with duplicated roles and functions



What did we do?

- ✓ Redefine the org chart around employee competencies, ensuring meritocratic progression and built on a flat structure
- End-to-end redesign of their business processes, from lead generation to after-sales
- ✓ Digitize the new business processes in monday.com to guarantee traceability and accountability



Tools used

- ✓ Design the org chart based on an ethnographic study, 1:1 interviews and workshops
- ✓ Design the operating model by mapping the current process, redefining it around roles and competencies and drawing it in as a service blueprint¹
- ✓ Transfer of the sales service blueprint¹ (with SLAs, task handoffs, owners, alerts and other optimizations) into the Monday.com

1. What a service blueprint is: <https://www.nngroup.com/articles/service-blueprints-definition/>



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Item	1. Tipo de item	2. Requerimientos de costo	3. Nivel de costo	4. Prioridad	5. Estado de progreso (dependencia)	6. Tipo de pr...
PARTNERS OF AMERICA CACAO Pa...	Colombiano			No asignado	No asignado	No asignado
JUAN VALDEZ Taurus Montaña G2	Colombiano			No asignado	No asignado	No asignado
MERCOSUR PLUS	Colombiano			No asignado	No asignado	No asignado
JUAN VALDEZ PLUS Montaña Cera...	Colombiano			No asignado	No asignado	No asignado
BANCOLOMBIA MERCH Directo	Colombiano			No asignado	No asignado	No asignado
JUAN VALDEZ MOLINO ELÉTRICO TL	Colombiano			No asignado	No asignado	No asignado
JUAN VALDEZ TIENDA BARRISTA SELL	Colombiano			No asignado	No asignado	No asignado
Millonarios FC Equipo Fútbol	Colombiano			No asignado	No asignado	No asignado

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Selected credentials

Client

Multinational shopping-mall holding

A company managing shopping-mall assets across several countries

Challenge

The company's Chilean operations showed major inefficiencies in managing marketing initiatives — in internal flows and in agency relationships — resulting in constant unnecessary rework.

Result

We redesigned the campaign working model, redistributing the team more efficiently by competency and cutting rework and concept redefinition by 90%.



What did we find?

- ✓ A company whose team was demotivated and working in constant firefighting mode
- Initiatives executed late and constantly reshaped by internal bureaucracy
- ✓ Misalignment with the C-Suite and weak coupling between the marketing team and its vendors



What did we do?

- ✓ Assess the health of the work environment, individual competencies and management's vision
- ✓ Workshops to validate the corporate vision for marketing's strategic direction, plus gap analysis between what is managed and what is expected
- Redesign of ways of working,
- ✓ aligning them with company expectations and coupling them with vendor capabilities



Tools used

- ✓ Redesign of job descriptions based on team competencies surfaced in interviews and company data cross-checks, plus a request for new FTEs
- Redesign of the campaign process by asset type (mall), removing many intermediate approvals and adding SLAs and KPIs
- Transfer of the process into a service blueprint¹ with SLAs, KPIs,
- ✓ technology enablers and single owners, plus training for client and agency.

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Selected credentials

Client

Nationally renowned beauty center

A non-invasive aesthetics center with a 50-year track record helping people find their ideal figure.

Challenge

The company faced challenges with the effectiveness of its marketing campaigns — from the image it projected to how it is found online and its acquisition costs per digital campaign.

Result

We designed an operating model that attributes every creative asset — and every intermediate step of the funnel — to the sales it generates. Communications performance is now optimized week by week, focused on commercial results and consistent with the company's story and value proposition (also redesigned)



What did we find?

- ✓ Campaigns being defined by the client rather than its agency
- ✓ High real sales-conversion costs, beyond what dashboards reported.
- ✓ Suboptimal product definition and positioning made marketing efforts work against the brand



What did we do?

- ✓ Redesign of the communications ecosystem, optimized for sales with a storytelling focus: website, social channels, SEO and SEM
- ✓ Design of a digital-marketing management process with clearly defined responsibilities across internal and external stakeholders
- ✓ Conversion funnel optimization always focused on attributable revenue: ROI per creative asset



Tools used

- ✓ Digital-positioning research tools from Google and Meta plus external ones like SEMrush, together with website optimization tools
- ✓ Miro for marketing strategy design and process diagramming
- ✓ Development on automation-management platforms for campaign traceability on Google Workspace and later Monday.com



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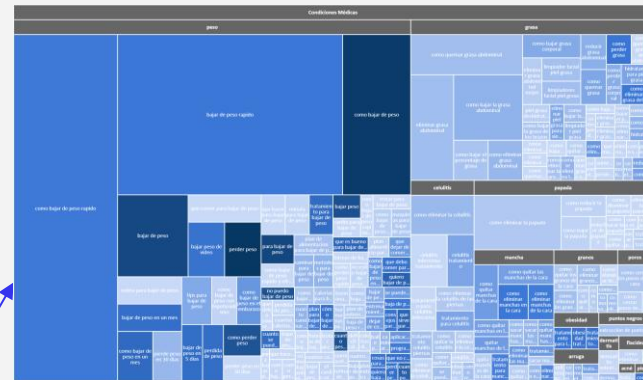
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**INTERESTED IN
LEARNING MORE?**

LET'S KEEP TALKING!

Contact:

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