

DREAM WITH DIRECTION<sup>SM</sup>



# We are a strategy and service design consultancy that helps people and organizations innovate and grow.

Rêve was founded on the belief in dreams. We started Rêve because we wanted to reinvent the strategy process. Studies show that 70 percent of all strategies fail, and we wanted to do things differently. We knew that there was power in combining the rigor of strategic management with the softer, more empathetic practices of design thinking and change management.

Today, we work with some of the world's biggest companies to co-create winning strategies and implement them in the marketplace. Passionate about catalyzing change, we work alongside our clients to democratize strategy, prototype innovative solutions and deliver compelling experiences that delight customers.

- A multibillion-dollar company faced a series of major industry disruptions. Rêve helped them undergo a fundamental enterprise transformation, and evolve from a business-to-business to a truly customer-centric organization.
- A U.S. subsidiary of one of the world's largest financial services companies engaged Rêve to better understand the pain points experienced by brokers and end-customers during the insurance buying process, and to develop strategies and solutions to improve the experience.
- A large player in the healthcare industry wanted to develop a truly transformative offering that would impact the lives of millions of Americans. Rêve partnered with the company's innovation team to uncover underlying consumer needs and then develop four new business models that would not only transform the industry but also change lives.



**Kristin Pardue**

CO-FOUNDER

kristin@reveconsulting.com  
612.325.9271



**Brad von Bank**

CO-FOUNDER

brad@reveconsulting.com  
612.810.0787

MEET THE ENTIRE TEAM ONLINE: [REVECONSULTING.COM/ABOUT](http://REVECONSULTING.COM/ABOUT)

## CLIENTS

Allianz Life	Medtronic
BCBS of MN	Target
Cargill	UHG
Caribou	3M

SEE OUR FULL CLIENT LIST AT [REVECONSULTING.COM/RESULTS](http://REVECONSULTING.COM/RESULTS)

## INDUSTRIES

Healthcare	Consumer Products
Financial Services	Hospitality
Retail	Technology
Education	Non-Profits

## CAPABILITIES



### STRATEGY

Crafting and implementing relevant strategies that generate value and competitive advantage



### SERVICE DESIGN

Creating and improving customer experiences across all touchpoints including digital and physical



### DIGITAL

Designing digital strategies and solutions that enable integrated customer experiences



### CAPABILITY DESIGN

Working with leaders to set vision and engage teams leading to organizational transformation

## FACTS

**Founded 2009**  
**Rêve French for dream**  
**Pronounced "Rev"**  
**WBE Certified**

## TESTIMONIAL

"Rêvers are great catalysts for free-flowing, creative, and thoughtful strategy building."